

HARDWARE ACE

UNIVERSITY OF MICHIGAN

OCT 10 1950

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Contents—Page 5

October 5, 1950

**THIS NAME ON THE EDGE
OF THE WINDOW MATERIAL YOU SELECT
ASSURES YOU TOP QUALITY**

**Priced
Right**

BETTER
Than Glass For
POULTRY-HOUSE
HOG-HOUSE &
BARNWINDOWS

Warp's
TOP
QUALITY

WINDOW MATERIALS
LET IN SUNSHINE VITAMIN D—HOLD IN HEAT—KEEP OUT COLD

CHEAPER
Than Glass For
STORM DOORS
STORM WINDOW
PORCH ENCLOSURE

Warp's SPECTRONIC
FLEX-O-GLASS

WARP'S FLEX-O-GLASS—Translucent
Weatherproof Composition, Bonded to
124 strong threads per Sq. In. Made by
Warp Brothers' Exclusive Process.

Only
59¢
Sq.Yd.

Warp's SPECTRONIC
WYR-O-GLASS

Only
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Sq.Yd.

WARP'S WYR-O-GLASS—Transparent,
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with $\frac{1}{4}$ Mesh Galvanized WIRE Base—
bonded together by Warp Brothers'
Exclusive Cushion Plastic Process.

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Only
68¢
Sq.Yd.

WARP'S GLASS-O-NET—Transparent,
Long-wearing Plastic sheet over $\frac{1}{4}$ Mesh
Strong CORD Base—Bonded together
by Warp Brothers' Exclusive
Cushion Plastic Process.

Warp's SPECTRONIC
SCREEN-GLASS

Only
17¢
Sq.Ft.

WARP'S SCREEN-GLASS—Galvanized $\frac{1}{4}$ mesh WIRE—Imbedded in a Clear,
Long-lasting Plastic—a Warp Brothers'
Exclusive Process.



Under Warp's WYR-O-GLASS
One Pound in 31 Days
Same Hatch—Same Feed—Same Care

BETTER
Than Glass for
Poultry and Hog
House Windows

Because They Let in
Sunshine Vitamin "D"

CHEAPER
Than Glass For
Storm Doors and
Windows

HOLD IN HEAT
KEEP OUT COLD

Cut With Shears—Tack On

Made Stronger

Just try to Tear a Sample of one of Warp's Window Materials. Then you will understand what we mean when we say, "Warp's is all Bonded together into one Solid, Weatherproof Sheet." Then try to tear some other brand, or some unbranded window material and you are likely to find that a cheap substitute just slides apart. Warp's "one piece" construction Guarantees Longer Wear.

CARRIED BY LEADING HARDWARE JOBBERS

25 YEARS OF PIONEERING LEADERSHIP IN
PRODUCING FLEXIBLE WINDOW MATERIALS

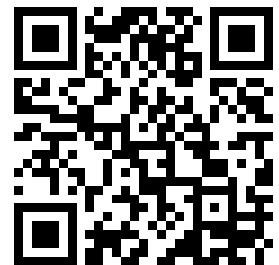
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No. 60 SAMPLER



THE WOOSTER

POINT

3
Merchandising Plan

- Reduced Brush Inventories
- Balanced Stock
- All Brushes Interchangeable with other 3-Point Merchandising Displays

SPECIFICATIONS

Wooster Counter Samplers, No. 60 and 65—All metal construction. Five different possible positions lend variety to display: (1) horizontal; (2) vertical; (3) two units back to back; (4) two units side by side—prone or upright; (5) notched for wall hanging. Size 18½" wide by 26¼" long by 9" deep. No. 60 Sampler holds 39 Wooster Foss-Set Pure Bristle Brushes and weighs approximately 20 lbs., 8 oz. No. 65 Sampler holds 28 Wooster Foss-Set Nylon Brushes and weighs approximately 18 lbs., 10 oz.

**INCREASED
BRUSH SALES
WITH LOWER BRUSH
INVENTORY**



No. 65 SAMPLER

Install these two new Wooster Brush Counter Samplers and you will have a concentrated, well-balanced stock of both pure bristle and nylon brushes. Meets popular demand. Eliminates need for large brush inventory. Refills can be taken from open stock.

WOOSTER BRUSHES

FOSS-SET
GUARANTEED
TO DO ANYTHING

THE WOOSTER BRUSH COMPANY • WOOSTER • OHIO
BRUSH MANUFACTURERS SINCE 1851

WOOSTER
FOSS-SET
NYLON

IF IT'S WORTH PAINTING IT'S WORTH A WOOSTER BRUSH

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*On a night like this, your customers will be happy you sold them a YALE 570
Door Closer and 1011 Push-Pull Catch to shut and hold their storm doors tight.*

NICHOLSON FILE ADVERTISING FOR HOLIDAY SALES

Christmas shoppers in every locality will be seeing this conspicuous ad (right) in THE SATURDAY EVENING POST—circulation 4,010,000, estimated readers 14,000,000; and this ad (left) in closely corresponding issues of POPULAR MECHANICS, POPULAR SCIENCE and MECHANIX ILLUSTRATED—combined circulation 2,808,000, estimated readers 9,500,000.

Nicholson X.F. Swiss Pattern Needle Files, in beautiful blue-and-orange plastic box with bottom stand, are sheer fascination to amateur and professional craftsmen. X.F. means *Extra Fine—the finest*, in fact. And each unit-sale brings in a nice bit of profit!

5½" length kits (all cuts):

Suggested retail price.....	\$7.80
Your cost	5.20
Your profit	\$2.60

6¼" length kits (all cuts):

Suggested retail price.....	\$8.50
Your cost	5.67
Your profit	\$2.83

NOTE also the advertising on Nicholson Rotaries—the popular $\frac{1}{8}$ " size in ROTASET No. 55 kit of 8 shapes.

Suggested retail price.....	\$13.44
Your cost	8.96
Your profit	\$ 4.48

CONSULT YOUR WHOLESALER

NICHOLSON FILE COMPANY
25 Acorn St., Providence 1, R. I.
(In Canada, Port Hope, Ont.)



Next to the products of his own handicraft, fine tools are the average "basement hobbyist's" greatest source of satisfaction. Nicholson X.F. (Extra Fine) Swiss Pattern Needle Files are really fascinating! Amateur and professional craftsmen regard them as tops in precision files. They come in a handsome blue-and-orange plastic case, with bottom stand—in twelve shapes, all different. Sets in popular lengths, choice of cuts. *Displayed and sold this year by more hardware stores than ever before.*



ROTASET No. 55. Have you a power tool or flexible shaft? Then you'll get a thrill out of this kit of 8 assorted Nicholson High Speed Steel Ground Burs with $\frac{1}{8}$ -inch shank. Also obtainable through good hardware stores.

FREE BOOK, "File Philosophy," on kinds, use and care of files... 48 pages jam-packed with interesting illustrations and text. Postcard request brings you your copy.

NICHOLSON FILE COMPANY
49 Acorn St., Providence 1, R. I.
(In Canada, Port Hope, Ont.)



**NICHOLSON
FILES** FOR EVERY PURPOSE



Nicholson

X.F. SWISS PATTERN FILES

are a swell prescription for reducing high blood pressure in impetuous hobbycrafters. Ask Santa and your hardware dealer to co-operate. Kit consists of twelve joy-provoking "needle" files—all different shapes, encased in a really beautiful blue-and-orange plastic box with bottom stand. (X.F. means Extra Fine quality.)



NICHOLSON FILE CO.
PROVIDENCE 1, R. I.
(In Canada, Port Hope, Ont.)



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FOR EVERY PURPOSE

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HARDWARE AGE

THE HARDWARE DEALERS' MAGAZINE

PUBLISHED EVERY OTHER THURSDAY

Established 1855

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One of my best friends is a Salesman...

It's a fact... I couldn't do business if it weren't for this jobber salesman friend of mine.

I'll tell you why.

I have to stock about 2500 items in my store. But sure as shootin' a good customer will ask me for something I haven't got.

Take tie-out chains, for instance. They're a kind of seasonal item; I stock them in the spring —usually sell out every year. But occasionally there's an "off-season" call for a tie-out chain.

So what do I do?

A customer wants a 30 foot galvanized Tenso No. 2/0 tie-out chain. I tell him I'll get it for him. I call up my friend, the American Chain jobber salesman. He gets me the chain —I make a sale, keep a good customer and everybody's happy.

That's one of the reasons I like to do business with the American Chain jobber.

I can sell a complete chain line.

ACCO

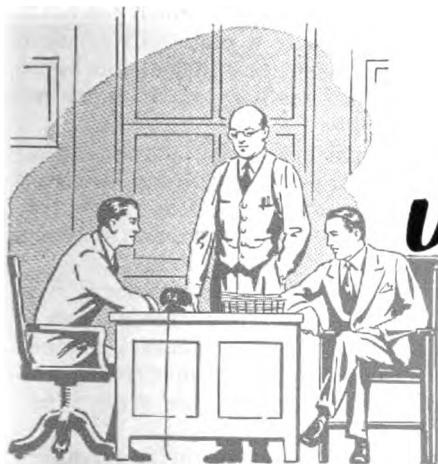
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AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE

In Business for Your Safety





Just Among Ourselves

Informal Editorial Comments

Dealers Can Capitalize on National Brand Promotion

In our travels about the country and in reading the promotional literature issued by wholesalers, we have noticed of late a new emphasis being placed on the wide assortment of national brands available from hardware stores. One of the largest department stores in New York City has just reversed a practice of many years standing and is now emphasizing the national brands it carries.

It strikes us as a step in the right direction for the hardware dealer to lay stress on national brands, particularly at this time of the year when national brand manufacturers are spending tremendous sums in consumer magazines to build up consumer interest in their products.

Quite aside from the value of national advertising in creating an interest in the product, national advertising also tends to lend a product a moral atmosphere that makes the consumer feel he will receive quality goods and will be assured of whatever service may be necessary on the product.

Too many consumers are unaware that hardware dealers have always carried a large variety of national brand merchandise. This idea can be easily overcome without difficulty by local dealer advertising stressing brand names. Mats and other advertising help are available free from most manufacturers. It will pay you to make use of them and let your customers know that they can get national brand merchandise in your hardware store; they don't have to go to the department stores or the chains.

Glamorize Your Standard Items for More Gift Sales

By the time you read this your plans for the fast approaching Christmas selling season should be fairly well completed. The accent in your planned ads and store displays is most likely on "gifts" . . .

useful gifts. That is where it should be because 90 pct of the holiday purchases are made with the gift idea in mind.

But what do you consider is *gift* merchandise? Glassware . . . cutlery . . . electrical housewares . . . appliances . . . toys? What about screw drivers, auger bits, wrenches, hand and power tools, lawnmowers, mailboxes, shotguns, fishing reels? Why doesn't the average dealer consider these reliable, staple hardware store items as *gift* merchandise?

What do most people want in a *gift*? They usually want to combine usefulness and attractiveness. Well, measured by this standard a tool kit, a lawn mower, a fishing reel, or a bench saw, wrapped in an attractive package with plenty of holiday atmosphere would certainly rate as a *gift*. But how many dealers think of these items as *gifts*?

Is a toaster any more a *gift* than a set of wrenches? Is a set of steak knives any more a *gift* than a hedge clipper? Of course not. But the manufacturers of electrical housewares and appliances each year spend large sums promoting this type of merchandise as *gift* merchandise. And appliance stores, and department stores, and even jewelry stores, pick up the theme and promote these items in their stores as "gifts," until today the average shopper as a matter of course considers them ideal *gifts*. Of course, these items do make worthwhile *gifts*, but the point we want to make here is that many staple, year round hardware store items could also be built up as *gift* merchandise if both the manufacturer and dealer would combine in promoting the *gift* psychology for the Christmas season.

Sometime during the coming holiday season practically every chain store, department and appliance store, and Sears too, will have in its windows some major appliance, wrapped with cellophane and tied around with a bright red ribbon. How many hardware dealers will take the trouble to display a band saw in such fashion?

Did you ever consider a metal mail box as a worthwhile *gift* item? These boxes are handled by practically every dealer. They enjoy a fairly even sale year in and year out. They are a staple hard-

ware store item. But few dealers would think of them as *gift* merchandise.

Yet, at the recent builders' hardware show we saw a gift box which a manufacturer of mailboxes has developed for the trade. It's a very attractive package, with the gift idea written all over it. When you stop to consider it, wouldn't a new mail box make an unusual gift, a useful gift, and an attractive gift? It certainly would.

But, as this new gift package emphasized, you must sell it as a *gift*, not simply as a mail box.

The same thing is true of a screw driver. On a rack, where the customer passes it a dozen times a year, it remains simply a screw driver. But take a small assortment of various sizes, put them in an attractive Christmas wrapping, label it a "gift", and observe how it seems to automatically take on new glamour.

A number of manufacturers are already making available gift wrappings and gift assortments for standard items. It would be helpful if more manufacturers would take steps to add glamour to their lines for the Christmas selling season. But their efforts alone will not avail. The dealer must learn to think in terms of *gifts*, rather than hardware, for the duration of the holidays.

It is most important that a dealer carry and push the usual Christmas gift merchandise; but if he will try to push his staple lines more as *gifts*, making use of the special packages when possible, he will be tapping a new profit source that's just waiting to be utilized.

Look over this issue, and re-read the special Christmas merchandise issue of Sept. 21, and you'll find literally dozens of standard items that will lend themselves ideally to the *gift* idea.

Should Business Men Stay Out of Politics?

Opening the morning's mail is always one of the most interesting tasks of an editor's day. It gives him a chance to visit with the trade; to learn what they are thinking, what their troubles are. And it is characteristic of the hardware trade that it is never hesitant of expressing an opinion, and expressing it forcibly.

Many of the letters we receive touch on the subjects discussed on these pages. Most of our correspondents feel our discussions of political developments which affect the hardware business are helpful to the trade. But every now and then we receive a letter from a reader telling us we shouldn't talk about politics.

We take every letter we receive very seriously. We would very much like to know why a reader thinks we shouldn't talk about politics. It could be that he has some worthwhile thoughts. But they never tell us these reasons. They say, in effect, "It's alright to fight co-op tax exemption and to work for a fair break for the small business man, but otherwise stay out of politics."

The startling similarity of these stay-out-of-politics letters and the total lack of facts makes us feel that the real reason for their complaint is that our comments interrupt their dreams.

We are convinced that these readers have succumbed to the Fair Deal lullaby of much for nothing; that they are trying to digest the statistical mirage of the Brannan plan. And they dislike being awakened by the harsh realities of the facts we present.

These readers do not seem to understand that we are not interested in partisan politics. Our only interest is in political developments as they affect the nation's general welfare, the hardware trade, and the hardware dealer in particular.

These pages are always open to readers who disagree with us. We'll gladly print their views if they are presented in a logical, factual manner designed to encourage intelligent discussion, and if the writer will agree to permit use of his name. That offer still holds good.

I often wish these stay-out-of-politics readers could visit Washington as your editor frequently does, and get the feel of the atmosphere in which are made the rules and regulations controlling his business.

He would quickly realize that despite the cries of emergency, Washington decisions today are still based on a blatant "politics as usual" attitude. He would very quickly discover that unless you agree 100 pct with administration officials in every respect you would find yourself called unpatriotic, a Stalin helper, and other derogatory names.

He would find that practically every utterance these days is made with the elections in mind. He would understand why the President is delaying imposing wartime controls.

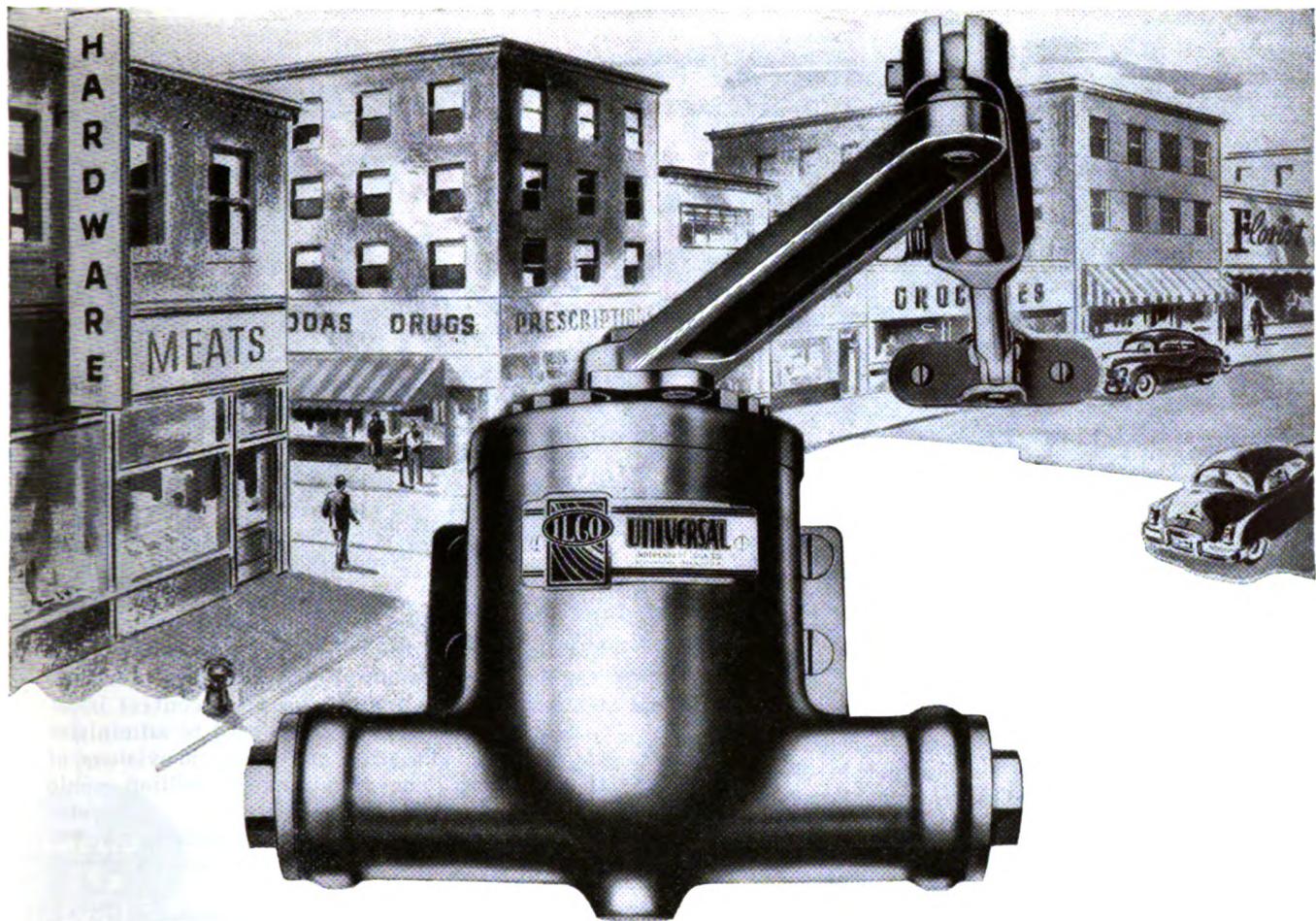
Our visitor to Washington would see the spectacle of Sen. Lehman, who has been associated with one of the largest banking houses in the country, going about crying that profiteering in business must cease.

Of course profiteering must cease. But why doesn't Sen. Lehman name the profiteers? Why does he simply imply that all big business is profiteering? Surely, as a banker, he knows enough about finance to know what is and what isn't excessive profit. Or could it be that business is again the whipping boy for the coming elections?

Our visitor to Washington would find everybody from the President down talking about sharing sacrifices, as at the same time they increase everybody's taxes. Yet he would never find the President, or anybody else offering to share the high taxes by reducing their own tax exemptions and paying additional taxes.

Our visitor to Washington would find a dream world where few people say what they mean. He would find a central core of patriotic, hardworking career men desperately endeavoring to do what is right, but hamstrung at every turn by professional politicians whose only interest is in perpetuating the Fair Deal.

Yes, if only these readers who think we should stay out of politics would take the time and effort to carefully analyze the developments in Washington and understand how the professional politicians are slowly but surely taking over more and more control of his business, he would understand why we feel so keenly that the only possible way of preserving our heritage of freedom and dignity is for more and more Americans to understand that no one today can stay out of politics.



RIGHT NEXT DOOR TO YOU ARE GOOD PROSPECTS FOR ILCO UNIVERSAL DOOR CLOSERS

Next time you walk down your block, take a quick check on the store doors that would be better equipped if they had new ILCO UNIVERSAL CLOSERS. The butcher, the baker, the druggist . . . every single one has steady in-and-out traffic all day long.

Show them the ILCO UNIVERSAL, the closer that's made to shut doors gently, quietly . . . right down to the final click of the latch. Point out how they automatically eliminate the constant nuisance of doors that slam, or stand ajar.

Then when you mention the fact that ILCO UNIVERSALS are ready for quick, easy installation by anyone you'll be surprised at the way your door closer sales . . . and profits . . . will spurt.

ILCO UNIVERSAL CLOSERS MEAN FOOLPROOF INSTALLATIONS

Nobody has to be a mechanical genius to mount an ILCO UNIVERSAL. It goes up quickly and easily with a screwdriver; complete instructions are furnished with every closer. And since it fits either left - or right-hand doors, it reduces stock required to cover every installation. ILCO UNIVERSAL CLOSERS are available with any style bracket and hold-open features.

Guarantee

The ILCO UNIVERSAL DOOR CLOSER is unconditionally guaranteed for two years. Failure to perform efficiently for any reasons (other than misapplication or misuse) during that time will be immediately adjusted.



INDEPENDENT LOCK COMPANY • Fitchburg, Massachusetts

HARDWARE AGE, OCTOBER 5, 1950

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Washington NEWS and VIEWS

By Washington Bureau of
HARDWARE AGE

Inventory Control Order Will Squeeze Dealers Indirectly

Only consumers buying for personal use are specifically exempted from the National Production Authority's first control order, NPA Reg. 1.

But as it stands, hardware stores and other retail outlets are not directly affected by this order, known as the inventory control regulation; rather, the retail squeeze would come from inability of the manufacturer to supply the wholesaler or retailer.

Primarily, the order sets up machinery for control but because of the basic nature of materials placed on the original list—such as steel, aluminum, copper, rubber, etc.—it currently applies only to producers, manufacturers, and (more loosely) to some jobbers. The effect at present will be negligible because most producers and manufacturers concerned with the initial list have only "practicable working inventories," the current ceiling.

Importers are partially exempt inasmuch as they are permitted to acquire as much of the controlled materials from foreign sources as they can get their hands on; but they cannot buy from domestic sources so long as their inventories are above normal levels. Provision is made to allow for seasonal buying.

OUTLOOK. The wording of the order is generally seen as broad enough to cover retailers by mere amendment or addition of end items to the control list.

For example, inclusion of copper as such limits the order to producers, manufacturers and some jobbers. But addition of copper wire would bring wholesalers and retailers within the scope of the regulation through its provision relating to "resale" of controlled items.

Price Controls, Wage Controls?— By April 30 or Before, Maybe

How soon will price controls come? About the only safe answer to this question is after the elections.

One tip-off to possible Administration inten-

tions in this regard was the request for \$60 million to administer the provisions of the Defense Production Act. Of this amount, a whopping 2/3 or \$40 million was to go to the Economic Stabilization Agency for price, rationing and wage control planning. This, despite Administration soft-pedaling of the price control issue.

Only \$12 million was to be used to administer the priority, allocation and credit provisions of the new law. The remaining \$8 million would be for the leasing of office space.

Congress, however, before adjourning cut the \$60 million request in half, appropriating only \$30 million. The Administration will take most of the cut out of the funds that were to go for price, rationing and wage control planning.

Nonetheless, the Economic Stabilization Agency will have ready by next April 30 an organization that would be able to handle a system of selective price controls, plus all planning for blanket controls.

OUTLOOK. Don't expect any moves toward price or wage controls until after the November elections. After then, it's anybody's guess, since April 30 date is only a maximum target. As allocations begin to take more and more steel and other key commodities for military purposes, the Administration expects to find that the allocations scheme won't work without price controls. This is probably the way in which selective controls will start.

Manpower Situation Dims Hope For Factory Price Reductions

In addition to pressure for another general round of wage increases, the effect of the tightening manpower situation is now showing up in higher labor costs, further dimming chances of reduction in factory prices.

Latest Bureau of Labor Statistics report shows that the average factory work week in August amounted to 41.2 hours, a full two hours more than a year ago. Moreover, since this rise in time worked has pulled many workers into

(Continued on page 97)

FREE

2 new ARISTO-MAT

display merchandisers

WILL TRIPLE YOUR PROFITS!

Special
3S5
Deal

Now—Get more Aristo-Mat sales with the new PD-1 Counter Display or the New F-1 Floor model Display Merchandisers. Both pack a giant wallop in "eye catching buy-appeal". Aristo-Mats are used by millions of housewives from coast to coast on stove tops, table tops and under electrical appliances to protect fine surfaces from heat, scratches, spilled foods, nicks, chips and stains. Aristo-Mats are available in a wide selection of patterns and sizes in a price range to fit every pocketbook.

Special
F-1
Deal

Special 3S5 Deal

PD-1 Counter Display, sturdily constructed of steel, takes up only a few inches of space . . . FREE with one dozen fast-selling, assorted Aristo-Mats, which contains the 17 x 19 inch size only.

	Your Cost	Fair Trade Retail Price	Unit Fair Trade Price	Your Profit
½ Doz. 401 Floral Queen	\$4.66	\$7.16	\$1.79	\$2.50
½ Doz. 1010 Candy Stripe	2.67	4.00	1.00	1.33
½ Doz. 1200 Chrome Master	5.12	7.92	1.98	2.80
	12.45	19.08	4.77	6.63

Slightly higher in states west of the Rockies

Special F-1 Deal

Floor Model Display Merchandiser 58" high, yet takes up only 1½ square feet floor space, custom built of clear natural finish white pine . . . FREE with 4 dozen fast-selling assorted Aristo-Mats.

	Your Cost	Fair Trade Retail Price	Unit Fair Trade Price	Your Profit
1 Doz. 1200 Chrome Master Size 17 x 19	\$15.35	\$23.76	\$1.98	\$8.41
½ Doz. 1200 Chrome Master Size 13 x 19	4.67	7.16	1.79	2.49
½ Doz. 1200 Chrome Master Size 9 x 19	1.83	2.78	1.39	.95
1 Doz. 1010 Candy Stripe Size 17 x 19	8.00	12.00	1.00	4.00
½ Doz. 401 Floral Queen Size 17 x 19	7.00	10.74	1.79	3.74
½ Doz. 403 Floradora Rose Size 17 x 19	7.00	10.74	1.79	3.74
½ Doz. SS-1 Stainless Steel Size 17 x 19	12.00	17.70	2.95	5.70
<i>Slightly higher in states west of the Rockies</i>	\$55.85	\$84.88	\$12.69	\$29.03

See Your Jobber or Write For Your Nearest Distributor . . .

PHOENIX TABLE MAT COMPANY
1315 West Congress Street • Chicago 7, Illinois

Pre-sold through NATIONAL ADVERTISING
on a full 12-month schedule in . . .

- Better Homes & Gardens
- House & Garden
- House Beautiful
- American Home
- Good Housekeeping
- Ladies' Home Journal
- Woman's Home Companion
- McCall's
- Parents



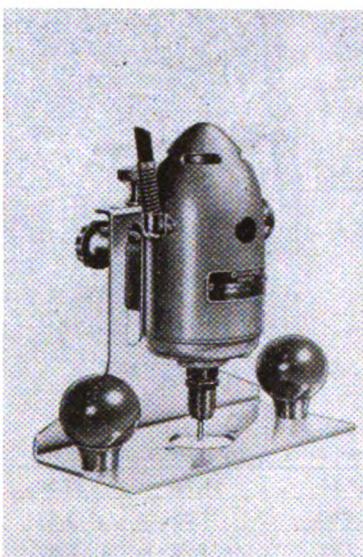
WHAT'S NEW



LATEST INFORMATION ON NEW PRODUCTS AND SERVICES

Dumore Router

Dumore router powered by a 1/16 hp. Dumore motor. Develops 19,000 RPM for fast, clean



routing of wood, linoleum, formica, plastics. Quick-change chuck has $\frac{1}{4}$ in. capacity; $\frac{1}{8}$, $\frac{3}{16}$ and $\frac{1}{4}$ in. router bits available. Adjustment for depth of cut quickly attained and locked. Two kits of attachments available: No. 1, fence guide for edging and inlay work plus a template guide for duplicating work. Kit No. 2 contains flexible shaft and pencil grip handpiece with $\frac{1}{8}$ and $\frac{3}{32}$ in. capacity chuck to convert router to flexible shaft tool. Retail: \$29.50. *The Dumore Co.*, Racine, Wis.

Electric Auger

Handy electric cleanout auger operates from any 110V, ac or dc outlet. Equipped with two 26 ft.

snakes, one of $\frac{1}{4}$ in. diameter, one of $\frac{3}{8}$ in. diameter; a Jacobs hand chuck; $1\frac{1}{4}$ in. side cutter blades; arrow head drill boring gimlet; and aluminum coated steel snake container. Snake and chuck only exposed moving parts. With snake removed, tool is electric drill. *General Wire Spring Co.*, 904 Sarah St., Pittsburgh 3, Pa.

Glasscaster Rods

Waltco deluxe Glasscaster features polished aluminum and Tenite handle. Solid fibreglas blade tapered for sensitive tip action. Guides and tip top are electro plated, stainless steel with triple twist nylon windings. Available also is the deluxe Glasscaster with a combination cork and Tenite handle. Both models packed in bound-edge cloth bags with dowel. Made in $3\frac{1}{2}$, $4\frac{1}{2}$, 5, and $5\frac{1}{2}$ ft. lengths. *Waltco Products*, 2300 W. 49th St., Chicago, 9, Ill.



Seymour Smith Items



Four tools, two pruners, plier wrench and merchandising unit. Double-cut pruner No. 90 features blades cutting on both sides of limb without injury to bark. New size in regular professional series, 7 in., No. 123, identical to Nos. 124, 125. Powr-Grip plier wrench operates as the Snap-Lock does. Has 2,000 lb. grip that locks on work and holds on after you let go. Latter tool available in six color merchandising unit No. 2600. *Seymour Smith & Sons, Inc.*, Oakville, Conn.

Tinner Snips

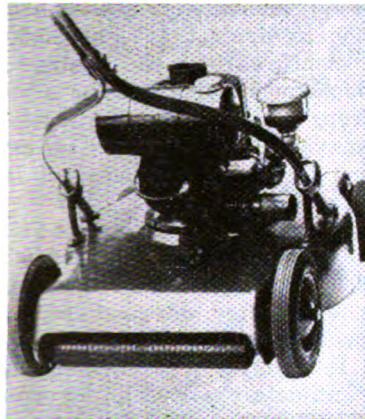
Master Cut eyelet snips feature compound leverage action. Blades made from carbon alloy steel. Made in two styles, flat blade and curved blade; three different sizes in both styles: $8\frac{3}{4}$, $10\frac{3}{4}$, $12\frac{3}{4}$ in. Retail for \$4 for $8\frac{3}{4}$ in. flat blade, \$4.60 for $12\frac{3}{4}$ in. curved blade. *Hancock Tool Mfg. Co.*, 20th & Oxford Sts., Philadelphia 21, Pa.

in hardware merchandise . .

FOR THE HARDWARE DEALER

Davis Rotary Mower

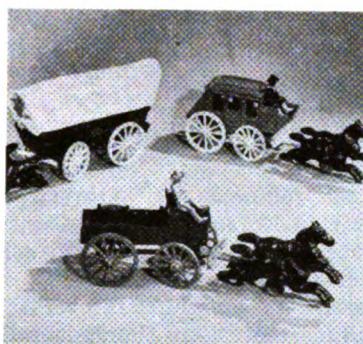
New rotary model 51 lawn mower illustrated. Will cut tall grass. Mulches lawn and pulverizes leaves. Other models include 50/50, retail, \$79.95. Heavy-duty models B & S-18, B & S-22 or C-22 at \$99.95 and \$109.95. Four hand mowers, Competitive, 3316 in. cut, 5 blades; 4-Square 66, 10 in.



wheels, 16 in. cut, five 6 in. reel blades; Whispering 77, 10 in. wheels, semi-pneumatic rubber tires and Whispering 78. *G. W. Davis Corp.*, Richmond, Ind.

Heirloom Toys

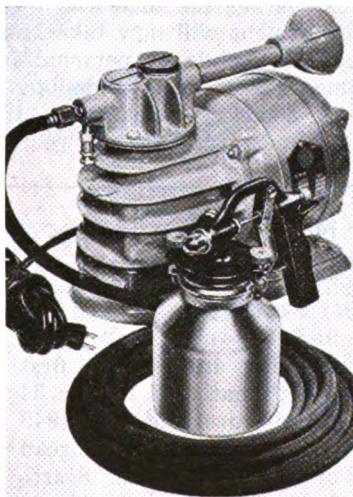
Cast iron Heirloom Toys include stagecoach, covered wagon and buckboard, reproduced in true scale. Maker offers no-time-limit warranty to replace broken parts without charge. Horses are black, wheels of coach and wagon are yellow; buckboard wheels, red; covered wagon, blue with white canvas cover; stagecoach is red, buckboard green. Toys 12 in. long, 4½ in. high and weigh



3 lbs. Retail: \$2.98. *Osco*, 3627 N. Lawrence St., Philadelphia 40, Pa.

Paint Spray Outfit

Pressure Maid direct drive, piston-type single cylinder air compressor and paint spraying unit. Model 50 sprays paint, enamel, varnish, lacquer, stains,



moth-proofing materials and disinfectants. Features splash type oiling system, cast iron construction.

(Continued on page 104)

TO HELP YOU SELL

NEW DISPLAYS AND OTHER DEALER SALES HELPS

Atkins Christmas package of saws individually wrapped in Christmas green and red boxes with a window banner and display stand. Wholesalers permitted to select saws that were main sellers in particular sections of the country. Selection includes:



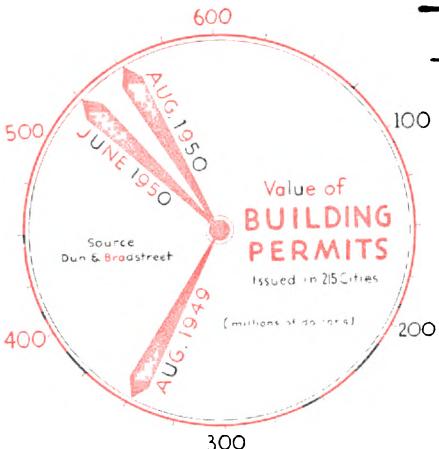
Jr. line of 16 in. saws or Junior Mechanic 20 in. saws, both with Atkins perfection handle. *E. C. Atkins & Co.*, 402 S. Illinois St., Indianapolis 9, Ind.

Glass Cutting Machine

Fletcher improved automatic glass cutting machine finished in ivory and green is made in two sizes to cut glass up to 36 and 48 in., respectively. Cutting head travels on two chromium plated solid steel bars. Straight edge on which glass rests is metal, controlled by vernier mechanism to maintain square cuts. Full length metal scales, horizontal and vertical, are adjustable. Pressure also adjustable to de-

(Continued on page 120)

How's the



Heavy Holiday Sales Season in Prospect; Payrolls at High Level

Evidence is mounting to indicate that the holiday business for hardware stores, this year, will be most satisfying. It will probably be record-breaking in volume.

Employment has risen to a high level again with factories trying to meet the strong demands for civilian needs while at the same time trying to convert facilities to meet the growing requirements for the military services.

There were nearly 45 million non-farm workers on August payrolls, making it the biggest number employed since late in 1948.

The Government's requirements have not as yet caused any appreciable shrinkage in the volume of consumer goods. At this point only about 5 pct of the total output of goods and services is being spent for military purposes. It is unlikely that the military services will require much more than another 5 pct, as present plans stand.

Dealers may find it difficult to get certain merchandise on short notice during the height of the Christmas selling season, but the critical items will be the exception rather than the rule.

It is difficult to gauge just how much consumer "scare buying"

that followed the outbreak of war in Korea will affect Christmas sales this year. In July consumers spent \$12,200,000,000 in retail stores, which is over two billion more than they generally spend in that month.

Consumers may have a psychological reaction to the increased prices which they find on practically every price tag, these days. The cost-of-living index in August was at the highest point in 22 months.

The cost of living is up 72 pct over 1940, according to one estimate, and the price of all manufactured goods has gone up 94 pct in the same decade. This, plus the heavier slice which the Government will now take from John Q. Public in personal income taxes will undoubtedly have a heavy bearing on the Christmas spending this year.

Nearly Million Homes Begun in 8 Months

Work was started on 988,400 new non-farm dwelling units in the first eight months of 1950, a 54 pct rise over the same 1949 period, reported the Bureau of Labor Statistics. Starts in August amounted to 141,000 units, a 42 pct gain over the same 1949 month. However, it was slightly below the July total.

Sales of big hardware stores up 6% in August . . . Electrical stocks lower . . . Million new homes begun in '50 . . . Fair Trading manufacturers win in court

Manufacturers', Jobbers' Stocks Dropped in July; Retail Sales \$900 Million

Business inventories at the end of July amounted to \$54,600,000,000, as against \$55,100,000,000 a month earlier, the Commerce Department reported. The actual drop, the department estimated, was \$800,000,000, after adjusting for the usual seasonal increase during July.

Retail stocks amounted to \$13,700,000, as of July 31, a \$400,000 drop from the previous month, after seasonal adjustment.

Inventories of wholesalers and manufacturers each dropped \$200,000,000, after taking seasonal factors into account.

During July business sales amounted to \$40,900,000,000. While only a \$100,000,000 rise from June, the increase was almost \$2,000,000,000 when adjusted for seasonal variations. The biggest increase was shown by retailers, with a \$900,000,000 rise after adjustment. July sales rise of wholesalers amounted to \$600,000,000 and of manufacturers \$500,000,000.

Aluminum Advanced; Still Below 1939 Level

Aluminum was advanced 1½ cents per pound, Sept. 25, by Aluminum Co. of America, bringing the price of pigs to 18 (Continued on page 146)

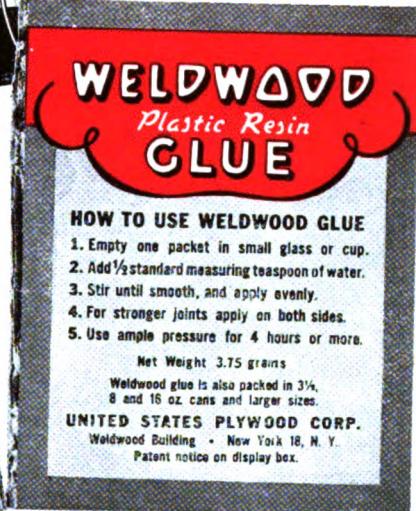
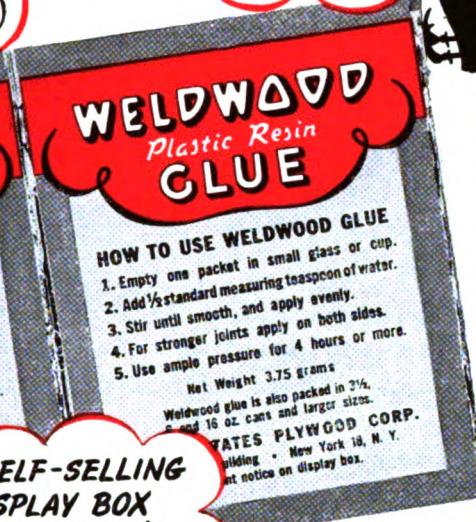
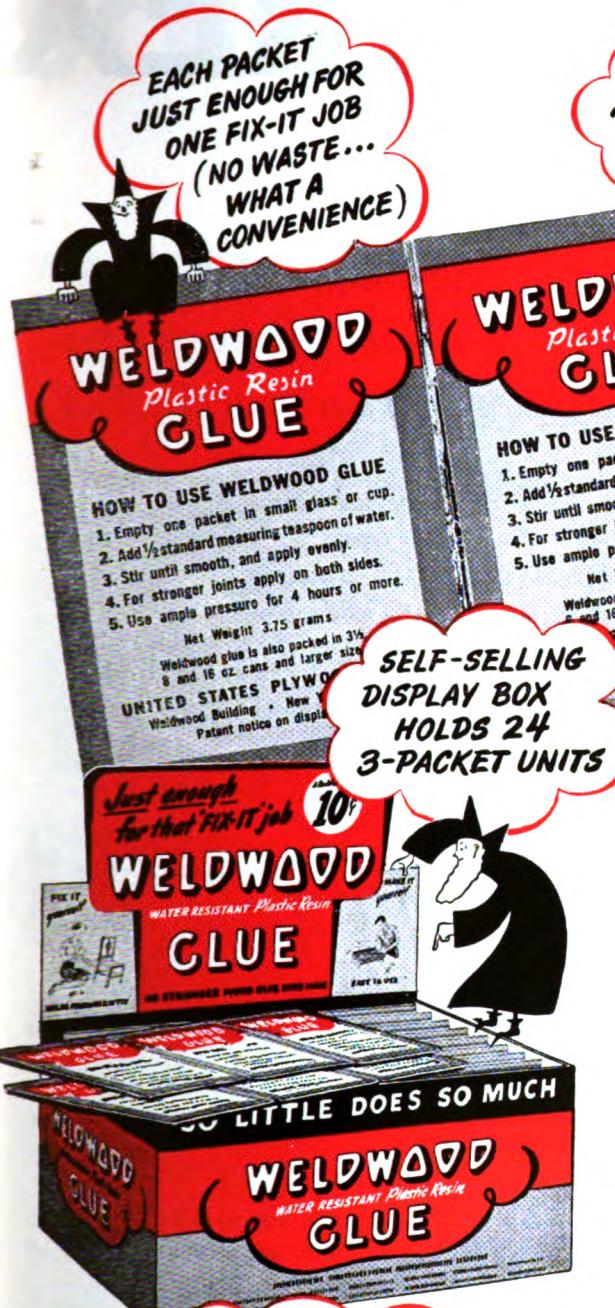
REVOLUTIONARY "UNIT-USE PACKET"

Introduced in
Extra-Profit Deal

NEW
3-Packet Unit
of
WELDWOOD
GLUE 10¢

EACH PACKET
JUST ENOUGH FOR
ONE FIX-IT JOB
(NO WASTE...
WHAT A
CONVENIENCE)

SIMPLY TEAR OFF
AT PERFORATIONS
AS NEEDED



2 EXTRA UNITS
(RETAIL VALUE 20¢)
FREE FOR LIMITED
TIME ONLY
MAIL COUPON NOW!

Exclusive with **WELDWOOD GLUE**

Wait till you see these new "Unit-Use" packets of Weldwood Glue. You'll sell a "raft" of them. Just what many customers want: individual packets of Weldwood Glue — *the strongest wood glue made* — with just enough for a job or two.

Here's the extra profit deal for you:

Display Box of 24 units; retail price	\$.24
Cost to dealer	1.60
Your regular profit	.80
2 extra units free (for limited time only)	.20
YOUR TOTAL PROFIT	\$.10

Mail the order coupon and get a head start in your neighborhood.

NATIONALLY ADVERTISED IN THE SATURDAY EVENING POST, AND OVER 20 OTHER PUBLICATIONS. WELDWOOD GLUE IS, OF COURSE, ALSO AVAILABLE IN 15¢, 35¢, 65¢, 95¢ AND LARGER SIZES.

UNITED STATES PLYWOOD CORPORATION
Dept. 122, 55 West 44th Street, New York 18, N.Y.

Ship us _____ display boxes (24 Units of 3 packets each)
WELDWOOD GLUE in the new 10¢ "Unit-Use" packets;
plus 2 free extra units worth 20¢ retail.

THROUGH OUR JOBBER: _____

NAME _____

ADDRESS _____

From shelves and PYREX



**One simple shift—and
this Colorado dealer increased his
Pyrex Ware sales a cool 38.2%!**

“Moving our Pyrex Ware display from shelves to the table, as shown, has increased sales 38.2%.

“The table is placed directly in front of the entrance.

“This change in method of display really has made all the difference in the world in our Pyrex Ware sales.”

THE LOWELL-MESERVEY HARDWARE COMPANY
Colorado Springs, Colorado
V. A. JACKSON, *Buyer*

HERE'S THE DISPLAY THAT DID IT! 

This attractive display, right at the entrance of The Lowell-Meservey Hardware Company, stops the customers and speeds Pyrex Ware sales. How does your Pyrex Ware display compare?

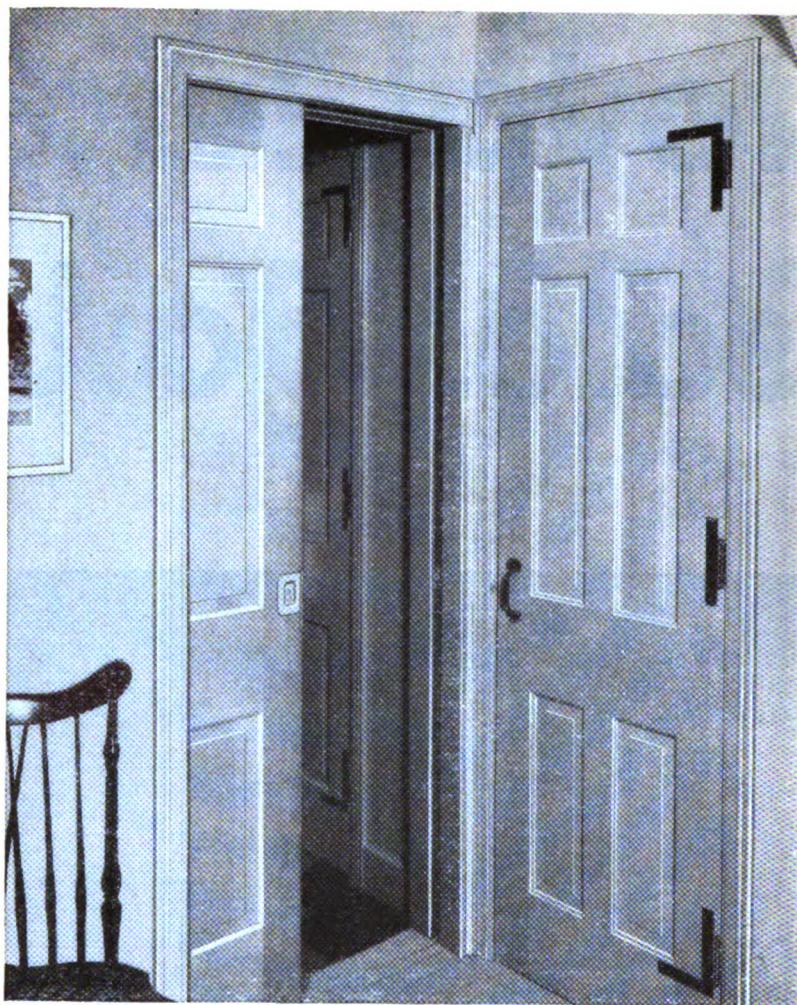
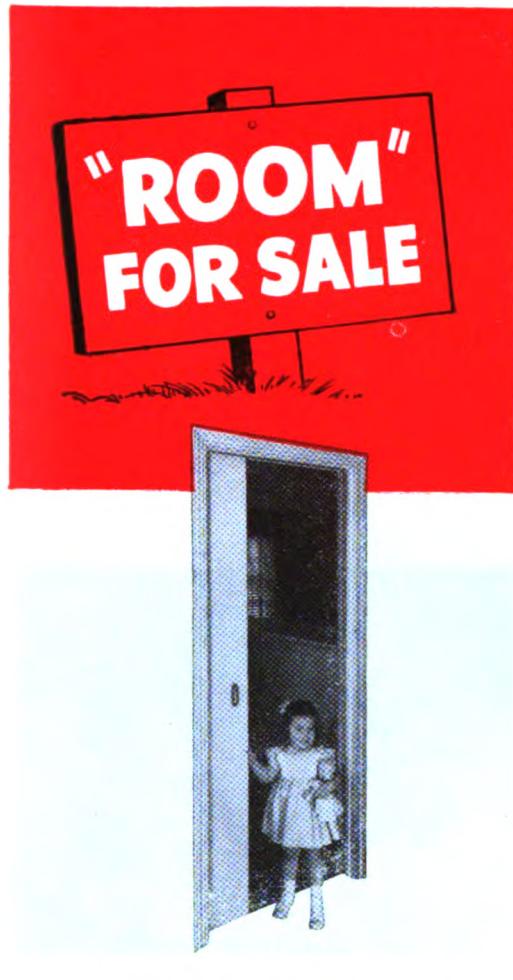
**Get this easy, extra business in your store
... with full stocks, with mass display of
PYREX Brand Ware!**



to table... sales go UP!



"Corning," "Pyrex," and "Double-Tough" are trade-marks in the U. S. of Corning Glass Works, Corning, N. Y.



MODERN, SPACE-SAVING

STANLEY SLIDING DOOR HARDWARE

Builders and home owners everywhere are using more and more modern sliding doors. Why? They save *precious space!* And their smart lines, smooth, quiet operation, and compact design add up to greater comfort and convenience.

Get the most from this big new market by handling "Stanley" hardware. Modern design includes V-shaped track, simple screw driver adjustment after installation without removing trim. Every detail conforms to famous Stanley standards. Complete plans packed with each set.

THE STANLEY WORKS, NEW BRITAIN, CONN.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

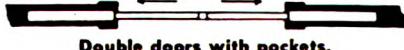
There's exactly the right Stanley Hardware for all these installations—and many more!



Single door with pocket.



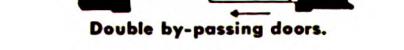
Single door mounted inside closet.



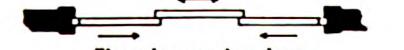
Double doors with pockets.



Double doors mounted inside closet.



Double by-passing doors.



Three by-passing doors.



Four by-passing doors.



Get a better day's work out of your Truck Dollar

CHEVROLET TRUCKS



You invest money in a truck to *get work done*. And you can prove to your own satisfaction that a Chevrolet truck does more work for every dollar you put into it.

You get *more for your money* right from the start, because your Chevrolet truck is priced at rock bottom. Chevrolet volume production—far and away the biggest in the truck field—makes possible extra features and extra engineering advantages at lowest cost.

You get *more for your money* every driving mile, because Chevrolet trucks are economical to operate. The top-rated efficiency of Chevrolet Valve-in-Head engine design saves money on gas and oil day in, day out.

You get *more for your money* right through the years, because your Chevrolet truck cuts upkeep to the bone. Hypoid rear axles, diaphragm spring clutch, ball-type steering and many other great truck features help keep your truck on the job and out of the shop.

Get the full "more-work-per-dollar" story from your Chevrolet dealer—and get America's biggest selling, best performing truck: Chevrolet.

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

**These Great Features Help Tell Why
CHEVROLET TRUCKS
ARE THE FIRST CHOICE OF
TRUCK BUYERS EVERYWHERE**

TWO GREAT VALVE-IN-HEAD ENGINES: the new Loadmaster and the improved Thriftmaster—to give you greater power per gallon, lower cost per load • **THE NEW POWER-JET CARBURETOR:** smoother, quicker acceleration response • **DIAPHRAGM SPRING CLUTCH** for easy-action engagement • **SYNCHRO-MESH TRANSMISSIONS** for fast, smooth shifting • **HYPOID REAR AXLES**—5 times more durable than spiral bevel type • **DOUBLE-ARTICULATED BRAKES**—for complete driver control • **WIDE-BASE WHEELS** for increased tire mileage • **ADVANCE-DESIGN STYLING** with the "Cab that Breathes" • **BALL-TYPE STEERING** for easier handling • **UNIT-DESIGN BODIES**—precision built.

SEND NOW FOR YOUR FREE CHRISTMAS PROMOTION KIT

1

WINDOW STREAMER
14 x 33

A Merry Christmas Suggestion

DISSTON SAWS

...a practical gift for
Dad and the Youngster,
too!

DISSTON... QUALITY TOOLS SINCE 1840

*A Merry Christmas
Suggestion!*

DISSTON SAWS

For that man about the house... a gift
he's sure to go for—a wonderful Disston
Saw! Among the many types to choose
from you'll also find the ideal saw for
your boy. Come in and
see our selection of other
fine Christmas gifts too.

YOUR NAME & ADDRESS

3 SPECIAL GIFT TAGS

2 NEWSPAPER MAT



Cash in on Extra Christmas Profits!

Let everyone know your store is Christmas gift headquarters by displaying this colorful 14" x 33" window streamer. A real eye stopper that will bring in customers. Special tags are included for the Disston products you feature as Christmas gifts. Select from the fast sellers shown here.

Back up Disston's hard hitting consumer advertising with ads in your local papers. It's easy with this attractive newspaper mat—FREE—that has plenty of room for your name and address. Check order blank if you want the newspaper mat included.

Henry Disston & Sons, Inc.
1054 Tacony, Philadelphia 35, Pa., U.S.A.
Please send me, FREE, The Disston Christmas Promotion Kit.
Check Here Include the Xmas newspaper mat illustrated above.
NAME _____
CHECK 55¢ 75¢ 95¢

HENRY DISSTON & SONS, INC.



PHILADELPHIA 35, PA., U.S.A.

Canadian Factory: Toronto 3, Ont.

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ADVERTISING LIKE THIS

will bring customers into your store for
DISSTON SAWS AND TOOLS

Reaching a total of 8½ Million People

PROMOTE THESE DISSTON QUALITY TOOLS AS GIFTS



D-95 HAND SAW, 26"

Disston's finest. Strong, beautiful plastic handle. Taper ground Disston Steel blade. A perfect gift for the home handyman, carpenter, or hobbyist.



D-23 HAND SAW, 16"—11 pt.

Everyone who uses a hand saw needs this saw for fine work. Small in size, big in performance. Disston quality throughout. An ideal gift that will be appreciated by any man or boy.



D-15 HAND SAW, 26"

Same high quality as the D-95, above, but with beautiful rosewood handle. A gift that will please every home workshop enthusiast.



K-4 HAND SAW, 16"—11 pt.

A moderate priced small saw. Handy for those odd jobs around the house. A good quality saw and just the size for the tool kit.



D-23 HAND SAW, 26"

The most popular Disston Hand Saw. A favorite with carpenters that will also be the favorite present of the man of the house at Christmas.



K-2 HAND SAW, 16"—11 pt.

Popular priced small saw for the young man's tool box or workbench.



NO. 40 COMPASS SAW, 12"

A practical gift for the homeworkshop enthusiast or carpenter. Strong, plastic handle. Blade is removable and reversible by means of simple wing nut adjustment.



NO. A-11 LEVEL

Lightweight aluminum alloy construction. Highest Disston quality. A practical gift that's different.



NO. 368 HACK SAW FRAME

Every household needs a good metal cutting saw for that multitude of repair jobs. Strong, one-piece construction with black plastic handle.



D-1-S WOOD TURNING CHISEL SET

The finest set of wood turning chisels made. Set of 8 packaged in an attractive box. Ideal for the workshop with a lathe.

DECEMBER
COUNTRY Gentleman

DECEMBER
POPULAR
SCIENCE
DEC.
POPULAR
MECHANICS

NOVEMBER
25th
THE SATURDAY EVEN
POST



*A Merry Christmas
Suggestion!
Disston Saws*



For that man about the house . . . a gift he's sure to go for—a wonderful Disston Saw! Among the many types to choose from you'll also find the ideal saw for your boy. See your hardware dealer's selection of other fine Christmas gifts, too. Let your Hardwareman advise you.

Add to their tool box with tools they'll be proud of—Disston!

Hand Saws
Compass Saws
Hack Saws
Circular Saws
Wood Turning Chisels

HENRY DISSTON & SONS, INC.

1160 Tacony, Philadelphia 35, Pa., U.S.A.
In Canada, write:
2-20 Fraser Ave., Toronto 3, Ont.

DISSTON
THE SAW MOST CARPENTERS USE



BERNZ does it AGAIN... Sensational New Torches!

SIMPLIFIED
PUMP!



Twice as easy to pump,
2½ times more efficient.

FLARED TANK DESIGN!



Greater fuel capacity,
with better balance.
Stronger construction.

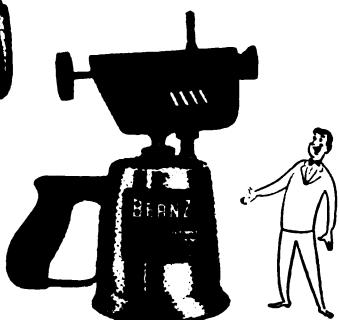
Great new features of safety, convenience and efficiency... making torch history! Otto Bernz, famous name in torches, presents the most outstanding changes in torch design in 75 years. Check the features that give Bernz torches stronger construction, maximum speed, and easier handling on every job.

PISTOL-GRIP
HANDLE!

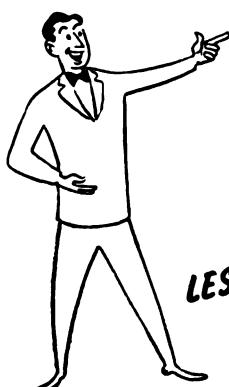


Proportion-fitted to tank
for best leverage at any
angle.

LOCK RING
ON NEEDLE VALVE!



Valve cannot be disengaged. An exclusive safety feature.



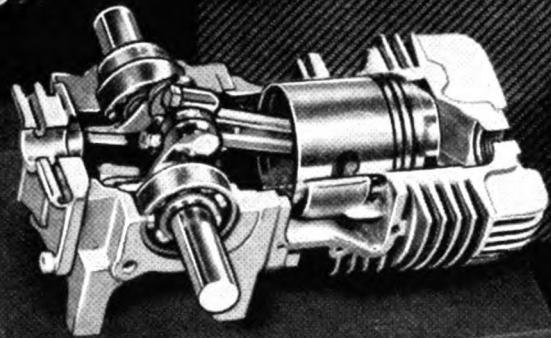
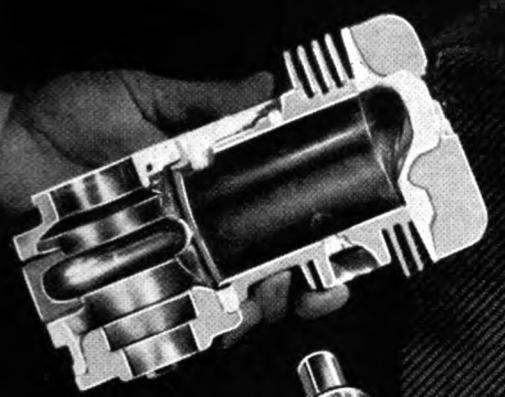
Top-fill

"Always Reliable"

40%
LESS WEIGHT!

OTTO BERNZ CO., INC.

280 Lyell Ave.
Rochester 6, N. Y.



INSIDE STORY of an OUTSTANDING ADVANTAGE

Jacobsen power mower engine

A Jacobsen salesman is headed your way with a "Jewel Case." It contains an actual moving cut-away of the Jacobsen Engine—the key to your big advantage when you sell Jacobsen Power Mowers.

With this cut-away, it is easy to understand why the Jacobsen Engine gives: Double Quick Starting...Positive, Fresh Lubrication

under all conditions...Ground-Hugging Balance...Steady Power At Slow Speeds—features exclusive with Jacobsen, yet necessary for top-flight mower performance.

Watch for your Jacobsen salesman and his jewel case. He represents the most complete line of power mowers in the industry...a line that means more profits for you.



This nine-page, three-color counter display helps you relay the outstanding Jacobsen Engine story to your customers. In interesting and convincing language, it explains fully why the Jacobsen engine is the best for grass cutting use. It's a valuable sales tool...and it's yours for the asking. Just mail this coupon for delivery.

JACOBSEN MANUFACTURING COMPANY

Racine, Wisconsin

We would like to have a Jacobsen Engine counter display.

NAME _____

ADDRESS _____

Your best rural customers

The prosperous farm families in your local trading area are Country Gentleman readers—your best source of profitable new business—good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like these . . .

see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands . . .

Absorbine Remedy for Horses
Acorn-Oriole Gas Ranges
Alcoa Aluminum Pigments
Alcoa Portable Irrigation Systems
Apex Dish-A-Matic Dish Washer
Armstrong Glazing Compound
Arvin Household Products
Asgrow Seeds
Ashley Woodburning Stoves
ATFA Gum Turpentine
Atkins Hand Saws
Atlas Drill Presses, Tilt Arbor Saws, Lathes
Bag Balm & Bag Balm Dilators
Ball Dome Lids & Bands
Bendix Laundry Equipment
Big Beam Jr. Battery Lantern
Big Ben & Baby Ben Clocks
Black Leaf Insecticides & V-C Fertilizers
Bond Batteries
Boss Kerosene Ranges
Briggs Plumbing Fixtures
Buist's Seeds
Burk's Water Systems
Burpee Seeds
Calf-Teria Nipple Pails
Caloric Gas Ranges
Camillus Pocket Knives
Carrier Freezers
Cel-O-Glass
Ceresan duPont Seed Disinfectants
Chore Girl Pot Cleaners
Chromtrim Metal Mouldings
Coleman Lanterns & Appliances
Continental Post Hole Diggers
Cosco Step Stools & Utility Tables
Crane Plumbing & Heating Systems
Crosley Products
Cummins All-Purpose Power Tool
Dazey Electric Churns
Dearborn Heaters
Deepfreeze Freezers
DeLaval Food Freezers & Milk Coolers
DeLaval Milking Equipment
Deming Water Systems
Dempster Water Systems
Dexter Washers
Disston Chain Saws & Hand Saws
Dr. Naylor's Medicated Dilators
Don Sung for Poultry
Dow Pentachlorophenol
Dow Weed Killer
Duo-Therm Heating Appliances

duPont Marlate & Dairy Cattle Spray Insecticides
duPont Nylon Paint Brushes
Dutch Boy Paints
Dyna-Flash Power Tools
Eagle Farm & Truck Tarps
Easy Washers
Eclipse Power & Hand Lawn Mowers
Es-min-el Soil Mineralizer
Eveready Batteries
Excello Power Lawn Mowers
Fairbanks-Morse Water Systems
Federal Power Post Hole Diggers
Filcoat Seeds
Fireldaire Combination Furnace & Fireplace
Frigidaire Home Appliances
Gabe Fisherman & Poultry Shears
Gem Dandy Electric Churn
General Electric Farm Products
General Electric Home Appliances
General T-12 for Floors
General Mills Home Appliances
Gibson Home Appliances
Glidden Paints
Goulds Water Systems
Grand Gas Ranges
Griffon Sewing Scissors
Guard-it Home Milk Pasteurizers
Harder Freezers
Harrington & Richardson Guns
Hauck Flame Gun Weed Killers
Heatmaster Water Heaters
Hess & Clark Animal Products
Homelite Chain Saws
Home Utility Electric Tools
Hudson Power Sprayers and Poultry Equipment
Indian Fire Pumps
Innerseal Weather Stripping
International Harvester Refrigerators & Freezers
Jacobsen Power Mowers
James Poultry Equipment
Jari Power Scythes
Kelvinator Home Appliances
Kem-Glo
Kem-Tone
Kerr Mason Jars, Caps & Lids
Kester Solder
KitchenAid Food Preparers
Kow Kare
Kresco Dip Farm Disinfectant
Kulti-Mower
Lloyd Tractor Chains
Lombard Chain Saws
Lumite Screening

Mall Power Tools
Marvel Mystery Oil
Mastic Tile
Maytag Washers
McCulloch Portable Chain Saws
Medusa Rubber Base Coating & Medusa Paint
Metalmaster Outfits
Met-L-Top Ironing Table
Millers Falls Hand Tools
Mirro Aluminum Ware
Mirro-Matic Pressure Cooker
Moorman's Animal Products
Morton's Stock Salt
Mossberg Guns & Gun Sights
Moto-Mower Power Mowers
Mow-Master Rotary Mowers
Myers Power Sprayers
Myers Water Systems
National Power Mowers
National Pressure Cooker-Canners
Nesco Fuel Oil Heaters
Nesco Kerosene Ranges
New Home Sewing Machines
Nicholson Files
Nitagin Legume Inoculation
Norge Home Appliances
NU-Tone Door Chimes
OK Champion Portable Irrigation
D. W. Onan Electric Plants
Orangeburg Pipe
P.M.C. Kitchen Stools
Patterson Sargent Paints
Penta Wood Preservative
Permaglas Water Heaters
Peters Shells
Petersen Vise-Grip Wrench
Pilot Brand Oyster Shell
Pincor Power Lawn Mowers
Pittsburgh Paints
Pittsburgh Tillage & Cultivating Steels
Planet Jr. Garden Tractors
Plastic Wood
Playskool Toys
Plumb Axes
Pneumatic Chain Saws
Portable Electric Drills and Paint Sprayers
Pratts Poultry Products
Proto Tools
Pyrex Ware
Quon-Kote Paint
Rain Bird Sprinklers
Ray-O-Vac Batteries
Reed-Prentice Chain Saws
Reo Power Mowers

Reynolds Aluminum Building Products
Reynolds Irrigation Pipe
Robbins & Myers Pump
Roper Gas Ranges
Royledge Shelving Paper
Rubbermaid Housewares
Rust-Oleum Rust Preventive
SafGard Pasteurizers
Savage Power Mowers
Sealright Thermorex Containers
Shopsmith Power Tools
Slaymaker Locks
Smith Pruning Instruments
Smooth-On Iron Repair Cement
Sno-Breeze Air Coolers
Speed Queen Washers and Ironers
Speedway Electric Drills
Stewart-Clipmasters & Shearmasters
Stout Aluminum Sprinkler Irrigation
Sudbury Soil Test Kits
Sulmet Animal Products
Superior Combination Saw & Tractor
Surge Milking Machines
Swift's Red Steer Plant Food
Tappan Gas Ranges
Tat Fly Killer
Telechron Clocks
3-In-One Oil
Toastmaster Toasters
Toastmaster Water Heaters
Toro Power Mowers
Union Forks
Unity Searchlights
USS American Fences
Vimlite Plastic Glazing
Walco Tablets for Poultry
Walworth Stillson Wrenches
Waters Conley Home Pasteurizers
Warp's Window Materials
Wear-Ever Aluminum Utensils
Weedone Brush Killer
West Bend Food Blancher
Westclox Clocks & Watches
Western Ammunition
Westinghouse Home Appliances
Whirlwind Power Mowers
Winchester Batteries
Winchester Guns & Ammunition
Wiss Shears & Scissors
Worcester Power Mowers
Worthington Power Mowers
Zephyr Drills & Sprymasters

IN NEW NATIONWIDE SURVEY, HARDWARE DEALERS PREFER COUNTRY GENTLEMAN BY 80% LEAD over the No. 2 magazine, with more votes than next 3 rural magazines combined!

Country Gentleman

How to Fight the Corn Borer

TUE

In Shootingville, U.S.A.

Everyone reads the IDEAL HAND BOOK



Every shooter who wants to save money by reloading ammunition, reads and orders from the Ideal Hand Book. It's the "how-to" guide to safe, economical reloading. It has 144 pages jam-packed with facts.

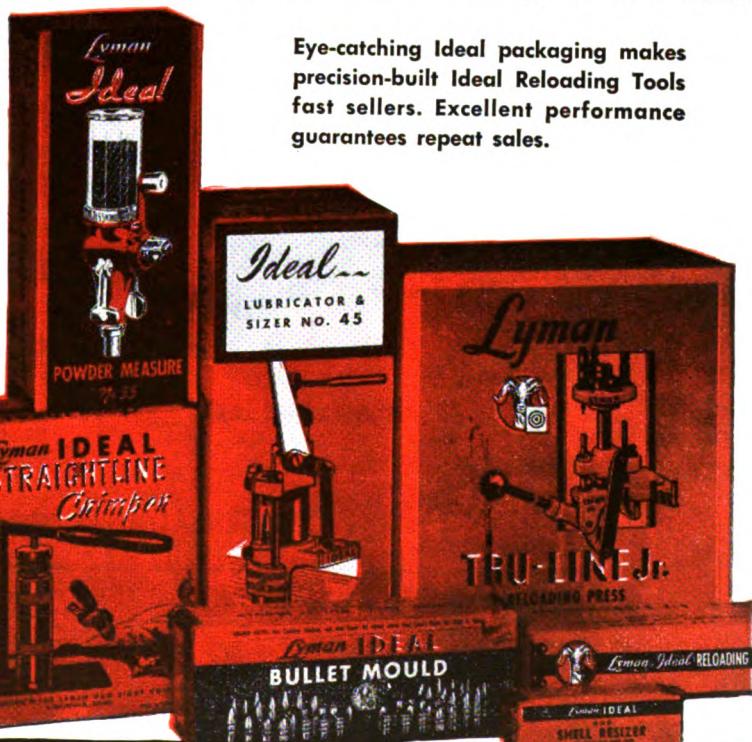
With a supply of Ideal Hand Books, you're in the reloading business. Your orders for tools can be promptly filled by your jobber. For a heavy volume of sales, stock Ideal Hand Books and Tools. You make attractive profits on both items.

Order
a supply of Ideal Hand Books. Your customers will buy them . . . eye them . . . and order tools from you!



Beautifully Packaged!
A Wonderful Display!

IDEAL RELOADING TOOLS



Eye-catching Ideal packaging makes precision-built Ideal Reloading Tools fast sellers. Excellent performance guarantees repeat sales.

The LYMAN GUN SIGHT CORP., Middlefield, Conn., U.S.A.

YOU BE WHAT BRAND



PERFORMANCE is the reason for **Super-X POPULARITY**

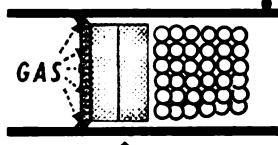
1 THE ORIGINAL LONG RANGE LOAD
maximum power . . . maximum range.

2 THE FAMOUS SHORT SHOT STRING
puts an evenly-distributed, closely-knit string of shot on your target.

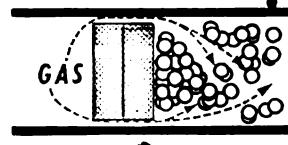
3 THE SENSATIONAL *Sealed* GAS CHAMBER



SUPER-SEAL
CUP WADS
... one above and
one below the powder
charge, form a
Sealed Chamber.



YOU GET THIS!
... from powder to muzzle—completely sealed. Cup wad, over the powder tightly hugs shell wall, gun chamber and bore. Gas can't blow by. Complete seal produces consistently uniform patterns, full energy behind the shot column, effortless extraction. Wad scrubs bore as it seals.



INSTEAD OF THIS!
... gas-blown patterns,
loss of energy, balled and
deformed pellets, and ex-
panded brass head to cause
difficult extraction.

THE JUDGE! IS ASKED FOR MOST?!

I WANT Super-X

I'LL TAKE Super-X

GIVE ME Super-X



Western

TRADE-MARK

WORLD CHAMPION AMMUNITION

NATIONALLY ADVERTISED

Your customers are among the millions who will see full-page Western ammunition ads in their favorite magazines... all through the fall hunting seasons.

PRODUCT OF



INDUSTRIES, INC.

WESTERN CARTRIDGE CO., DIVISION OF OLIN INDUSTRIES, INC., EAST ALTON, ILL.

HARDWARE ACE, OCTOBER 5, 1950

Digitized by Google

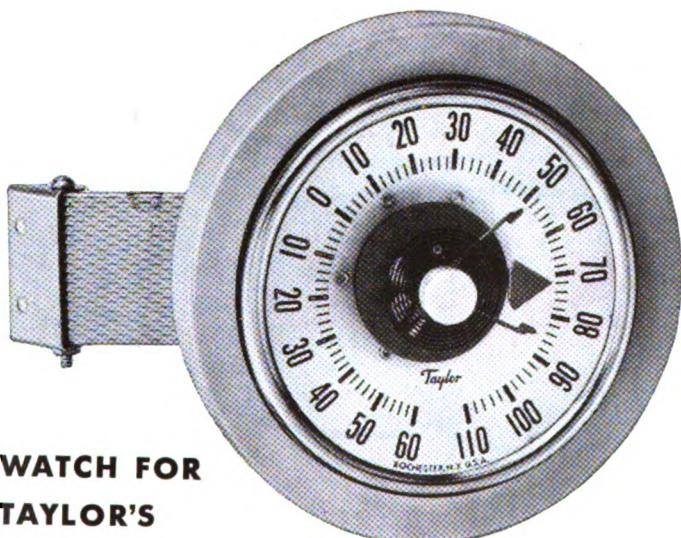
**2100
1800 DEALERS**

*are now using this new Taylor
Permanent Merchandiser*

50 to 100% sales increases are common. That's what dealer after dealer reports after receiving his new Taylor Permanent Merchandiser. 2100 are now using it and our shipments are steadily increasing. Vertical type (illustrated) is ideal for pillars and awkward corners. Horizontal type also available for easy mounting on counters or tables. Both types *sell Taylor Instruments on sight*.

Green background, blond oak trim display full line of Taylor Cooking Thermometers, the most popular Wall, Window and Desk Thermometers and Humidiguide*. Get yours now for extra profits all year round! Write Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.

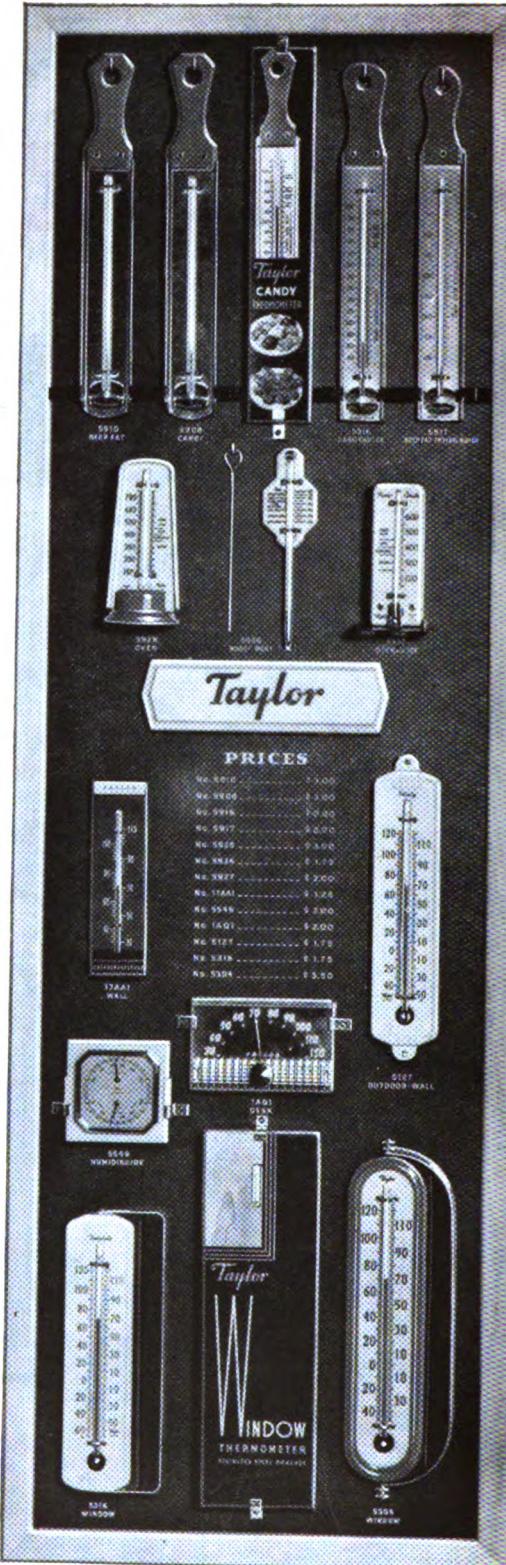
*Reg. Trade Mark



**WATCH FOR
TAYLOR'S
NEW LINE
STYLED BY WALTER DORWIN TEAGUE**

Never before a thermometer like this! Tells *present* outdoor temperature plus *how hot* and *how cold* since thermometer was last reset. Fits outside any window. **No. 5321, Retails for only \$7.50**

Write today for your new 1950 *Supplement* to Taylor's 1949 Catalog! Shows exciting new Teague-styled Taylor Instruments that will be best sellers this fall and winter!



Taylor Instruments
— MEAN —
ACCURACY FIRST

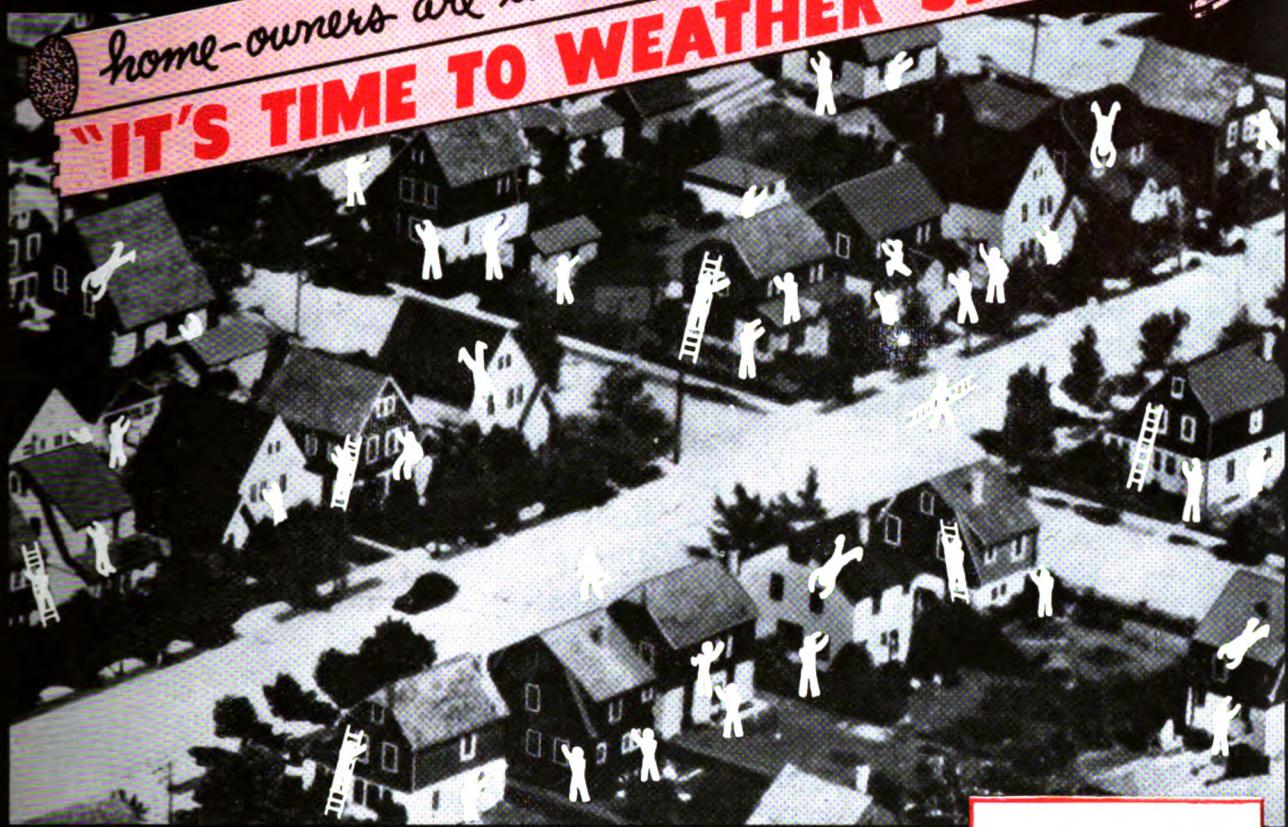
IN HOME AND INDUSTRY

All over town-

YOUR TOWN...

home-owners are thinking

"IT'S TIME TO WEATHER STRIP"



NOW is the time for you
to prominently display

INNER-SEAL



Weather Stripping



**HERE'S HOW TO MERCHANTISE THIS
HIGH-QUALITY, FAST-SELLING PRODUCT**

Get complete details from your jobber or
write direct!

BRIDGEPORT FABRICS, INC.
Bridgeport 1, Connecticut. Est. 1837



Set up this beautiful
sales-making display stand-
dispenser on the counter
near your cash register!



Tack folder-dispensing
envelope on door-jamb at
eye level. Also keep folders
handy on your counter!



Display this attractive
poster on your window, on
your door, on the front of
your counter!



Make an eye-catching
display of Inner-Seal's new
weather strip cushion for
overhead garage doors.
Fast selling, easy to stack!

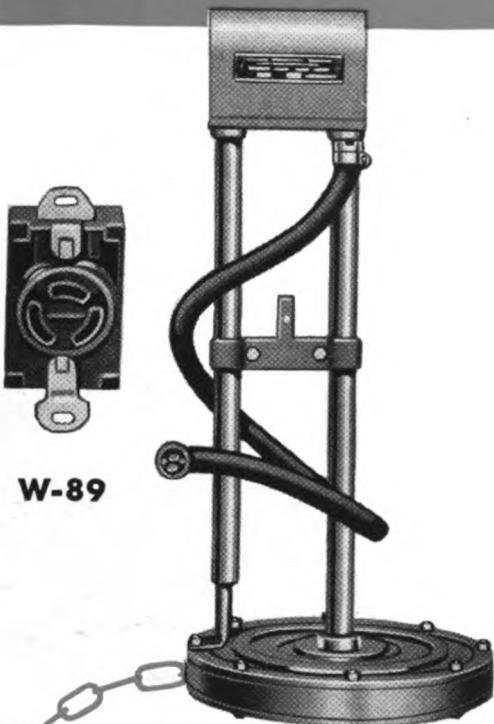


Your customers have
seen Inner-Seal ads in their
favorite magazines. Remind
them to buy Inner-Seal!

LINK
W-89

IN THE

WARNER
CHAIN



Fully Automatic Electric Stock Tank Heater

Compare this heater with ANY other—its advantages are obvious . . . Warner Craftsmanship from top to bottom.

1. Cast iron construction with leak-proof heater housing.
2. Robertshaw temperature control.
3. 1000 watt Chromolox heat unit.
4. Ground wire runs through Twist-lock plug and receptacle.
5. Heavy drop cord 42" long, loom protected.
6. Adjustable clamp for fastening to tank.
7. W-89 for 115 volts, AC. W-89D for 230 volts, AC.



All types and sizes of water fountains from jar to 8 gallon capacity PLUS water troughs.

Galvanized Colony nest above. Also available, the conventional "square-holed" nests.

Complete line of galvanized steel hog feeders and troughs.

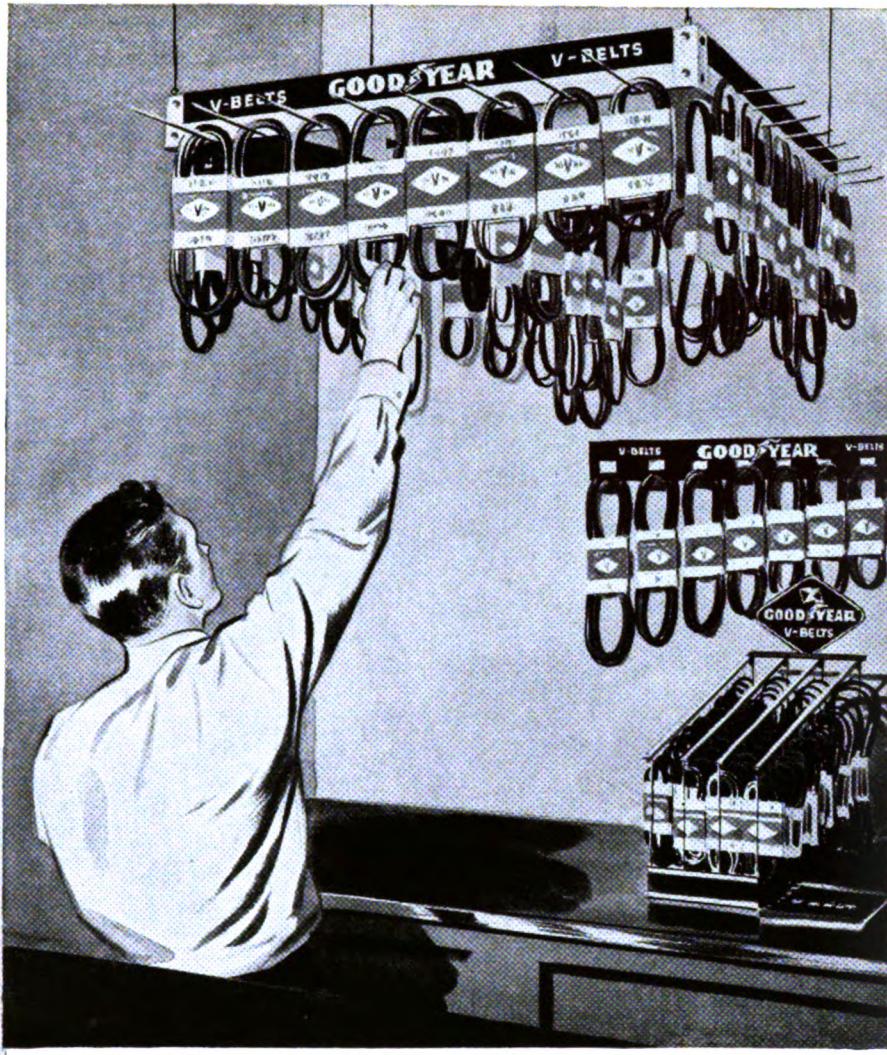
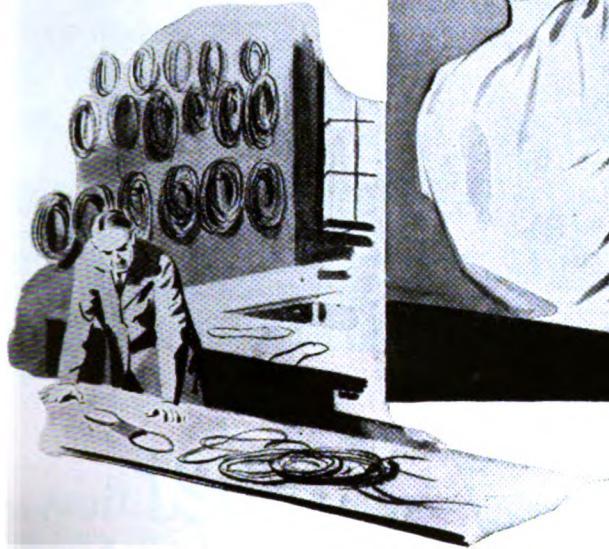
FOR **ACTION** LINK-UP WITH WARNER

WRITE FOR CATALOG

THE WARNER BROODER AND APPLIANCE CORP.
Manufacturers of Poultry and Farm Equipment
NORTH MANCHESTER, INDIANA



What'll you have?



ORDERLY SALES SPACE with Goodyear Panels 

 Confusion with Ordinary V-Belt Display Methods

CONVENTIONAL packaging and display methods for fractional HP V-belts require 10 feet of space above the floor for clearance for long, dangling belts. There's a confusion of inaccessible short belts and in-the-way other sizes—or wall racks that are a tangle of belts.

But Goodyear's space-miser

packaging method—combined with new-type wall or ceiling racks—ends all this. Look at the picture above—see for yourself how you can display over 500 belts in neat, orderly, easy-to-reach fashion on walls or ceilings. That's 80 sizes—enough choice to handle all your needs.

But that's only part of the sales-tested Goodyear FHP V-belt program. It's complete in every detail you need to help you build your belt sales. Ask today for the full story. See for yourself that the Goodyear FHP Belt Program is "tailored" to make you V-belt headquarters in your town. Write V-Belt Sales, Goodyear, Akron 16, Ohio.

GOOD YEAR

THE GREATEST NAME IN RUBBER

Now more than
fifty million are reading Bruce's
most powerful sales story ...



Easier than
any "self-polish"—or
money back!



dealers report

more customers than ever before
are asking for profitable...

BRUCE

By the world's largest maker of hardwood floors

floor products



Waxes • Floor Seals • Asphalt Tile Cleaner

Kaufmann's

-PITTSBURGH

**DISCOVERED YEARS AGO IT WAS A
SMART MOVE TO...**

Switch to Hotpoint!

for YEAR 'ROUND Profits!

Like a lot of other good stores, Kaufmann's—Pittsburgh—finds that Hotpoint's year 'round sales program has helped balance its electric appliance sales for greater monthly profit!



KAUFMANN'S is Greater Pittsburgh's largest store. Their electric appliance department is the largest and finest in the Pittsburgh area. Constant, steady, profitable turnover is mandatory with Kaufmann's and that's why they enjoy top position in their field. Hotpoint's full line of Electric Home Appliances was selected by Kaufmann's long ago because Hotpoint's year 'round sales program fits perfectly into Kaufmann's sound merchandising plan.

Kaufmann's "Switch to Hotpoint" is only one example of how thousands of the country's leading home appliance merchants have learned the value of the Hotpoint Full-Line Franchise. Follow the pattern being set by the leaders. Make it a point to see your Hotpoint distributor soon.

★ **No More "Letdowns" Following
Hot Selling Seasons**

★ **No More "Doldrums"
That Eat Away Profits**

★ **No More "Valleys"
That Reduce Profit Peaks**

**... But a Full Line of Products
that Insures a Full Year of Profits**

Switch to Hotpoint!

for YEAR 'ROUND Profits!

Hotpoint Inc.

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS® • WATER HEATERS • FOOD FREEZERS
AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

(A General Electric Affiliate)

5600 West Taylor Street, Chicago 44, Illinois

This year, more than



2-D Kitchen Stool: 24" seat. Chromium finish. Upholstery: red, black, blue, green, yellow.

3-G Kitchen Stool: 24" seat. Chromium finish. Upholstery: red, black, blue, green, yellow.

7-B Folding Utility Table: 24" x 34" top, 29 1/2" high. Chromium legs, enamel top: red, blue, green, yellow, white.

10-A High Chair: Removable tray, adjustable footrest. Seat 22 1/2" high. Chromium finish. Upholstery: red, blue, yellow.

14-A Youth Chair: 21" seat. Wide-flared legs. Chromium

finish. Upholstery: red, black, blue, yellow.

9-F Posture Back Chair: 25" seat. Two-way adjustable back. Chromium finish. Upholstery: red, black, blue, green, yellow.

8-C Utility Table: 17" x 24" top, 31" high. Chromium-enamel finish: red, blue, green, yellow, white.

4-D Step Stool: 24" seat; "swing-away" steps. Chromium finish. Upholstery: red, black, blue, green, yellow.

Sold also in Canada and South America

ever, Christmas means

COSCO for Gifts!

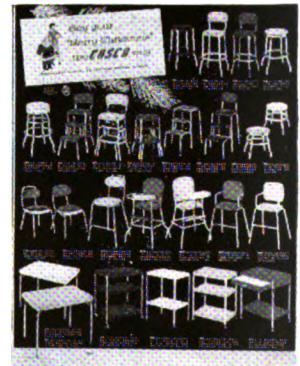


What a perfect, practical gift line . . . and what a line-up of bigger-than-ever merchandising support!

This Christmas season, COSCO gift sales will be jet-propelled by more than 21,827,000 "Buy COSCO" messages—in all *seven* of these leading magazines.

Your customers can't miss these vivid, four-color ads, in big half and two-thirds page size. So be ready when they come COSCO-shopping. Order from your distributor now. Have your COSCO floor display up early—have it out front!

New! Free! Attention-compelling display poster for your window or floor. Three colors, 18" x 24", shows every COSCO product. Ask your distributor or write the address below for this and other FREE material for COSCO Christmas selling.



HAMILTON MANUFACTURING CORPORATION • COLUMBUS, INDIANA

COSCO

Household Stools, Chairs
and Utility Tables

Announcing the newest

triple-action HOOVER

MODEL 29®

It beats...
as it sweeps...
as it cleans
®

Angle
Conversion
for easier
above-the-floor
cleaning

New
lightweight
Veriflex
hose

Extra quiet...
Extra low...
Extra power!

Here is the newest Triple-Action Hoover with all-new, all-exclusive, all-Hoover features.

The new Hoover Model 29 gives Hoover dealers new opportunity for creating extra interest in cleaners among customers in the popular-price field.

The new Hoover Triple-Action Model 29 is styled by Henry Dreyfuss in a beautiful modern maroon and beige color scheme. With all its new features, the value price for this new cleaner is just \$87.95. (Cleaning tools, \$19.95 extra.)

National advertising introducing new

Hoover Model 29 is running in leading magazines right now. Matched with it is strong advertising on the new low-priced Hoover AERO-DYNE Model 41 Tank Cleaner and the great Hoover Triple-Action low-priced Model 115, making the name HOOVER mean NEWS all through the fall.

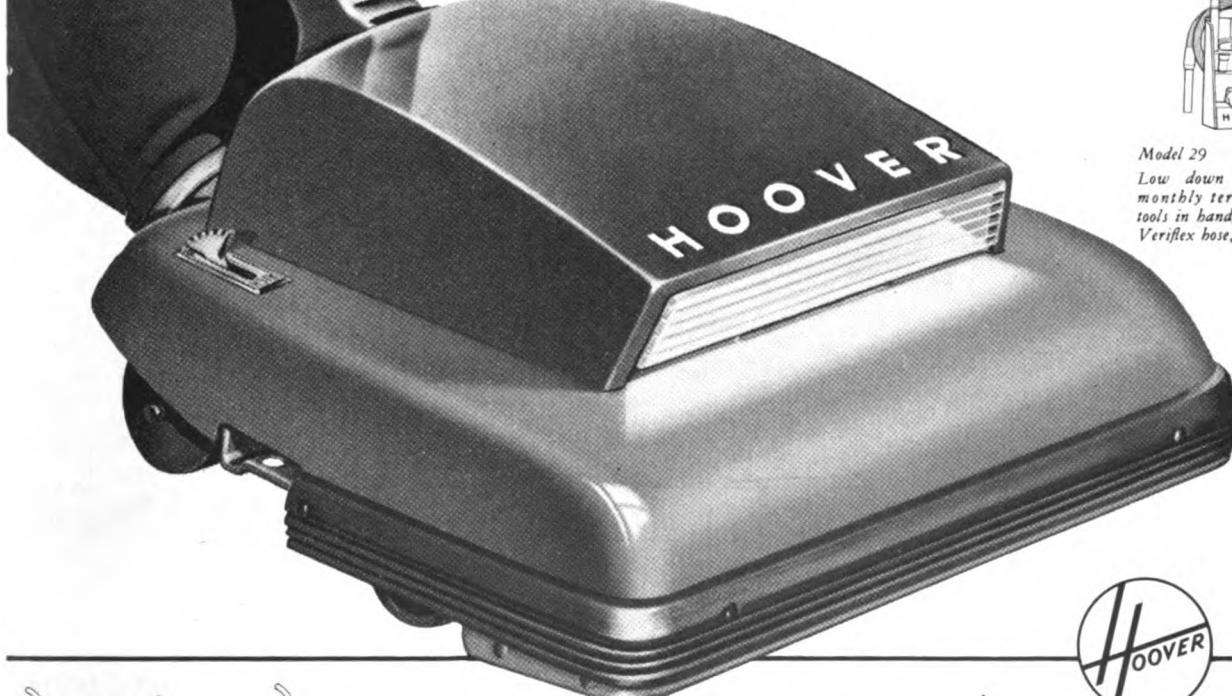
Yes, 1950 is a great year for Hoover dealers, with four wonderful new cleaners supported by the greatest advertising schedule in Hoover history!

That's why we know...
You'll be happier with a Hoover!



Model 29 \$87.95

Low down payment, easy monthly terms. Cleaning tools in handy kit, with new Veriflex hose, \$19.95.



Triple-Action
Model 62



Triple-Action
Model 29



Triple-Action
Model 115



AERO-DYNE
Model 51



AERO-DYNE
Model 41



Hoover Iron



Hoover
Floor
Polisher



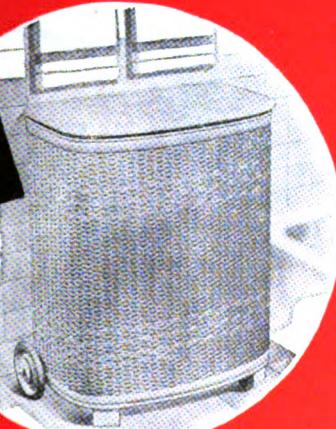
THE HOOVER
COMPANY

North Canton, Ohio
Hamilton, Ontario, Canada
Perivale, England

PEARL-WICK®



Pearl-Wick exclusive!
"ROLLAWAY"
beautiful bathroom
hamper on WHEELS.



The largest, most complete, and biggest selling hamper line in the world . . . revolutionary developments that fill a need for every use, every room, every taste, every purse... featuring the phenomenal ALL CLEAR INTERIOR, no posts, no beams, no bulky framework to snag or catch . . . and made possible only because, in all the world . . . only PEARL-WICK has

Steel-Ribbed, Self-Ventilating
DUROWEVE®

World's strongest hamper fibre—thousands
of non-clog air vents to bar destructive
mildew and odors.



Pearl-Wick
exclusive!



Pearl-Wick exclusive!
"DOR-O-MATIC"
self-emptying door
or wall hamper.



Pearl-Wick exclusive!
"ROUNDER"
fits into even the
smallest bathroom.



Pearl-Wick — Duroweve — Rollaway — Rounder and Dor-o-matic are registered trademarks of
PEARL-WICK CORP., Long Island City 2, N. Y.

Sock 'em



A Real Gift . . .

The Westinghouse SUN LAMP. Unlike so many "workaday" appliances, this lamp makes a perfect Xmas gift. It's expensive enough to express real affection, yet well within the reach of your average customer!

A POPULAR PRICE . . .

The Westinghouse HEAT LAMP. Few of the items you sell are priced so low as this lamp. Either the ruby red, spatter-proof lamp (\$2.95) or the regular infrared lamp (\$1.10) is ideal for the many Xmas buyers who want something different, yet inexpensive!

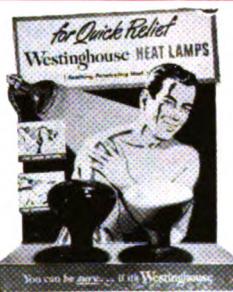
AN EXTRA PROFIT this **XMAS!**... with these 2 **Westinghouse** winners

1 **WESTINGHOUSE**
SUN LAMPS



NOW ONLY \$8.50 LIST

2 **WESTINGHOUSE**
HEAT LAMPS



NOW ONLY \$2.95 LIST

This Xmas "SELL" is the word. That's why you will be putting plenty of steam behind large appliances. But . . . you can make many an extra dollar this season by promoting Westinghouse Sun and Heat Lamps. Both these fast-selling lamps are high profit gift-type items . . . and powerful new point-of-sale display cards will help you move them with a minimum of effort. Here's a further sales tip . . . include the

appropriate fixtures with your Westinghouse Sun and Heat Lamp displays. This kind of merchandising helps sell *more* of *both* lamps *and* fixtures. Get set today! Check your stock of Westinghouse Sun and Heat Lamps and your supply of display material. Order more from your Westinghouse Distributor*. Or write direct to the Lamp Division, Westinghouse Electric Corporation, Bloomfield, New Jersey.

*For the name of your Westinghouse Lamp Distributor call or write the nearest Westinghouse Lamp District Office:

BOSTON
CHAMBLEE, GA.

10 High Street
2260 Peachtree
Industrial Blvd.

CHICAGO
NEW YORK
PHILADELPHIA
PITTSBURGH
SAN FRANCISCO
ST. LOUIS

20 N. Wacker Drive
40 Wall Street
3001 Walnut Street
419 Wood Street
410 Bush Street
411 N. 7th Street

YOU CAN BE SURE...IF IT'S
Westinghouse
THE NAME YOU KNOW IN LAMPS

TELECHRON ELECTRIC CLOCKS found one of greatest potential MONEY-MAKERS in hardware business today!

Every hardware store operator urged to make the most of this golden opportunity! Stock, display, cash in on this fast-moving merchandise!

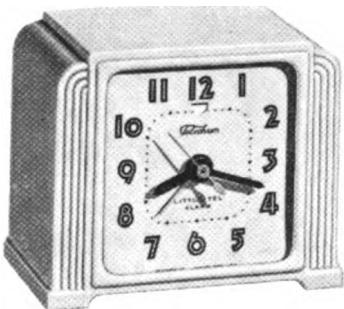
Big swing is from spring to electric clocks! 1 out of 4 families will buy a new clock this year! 6 out of 10 families have yet to buy an electric alarm!

TELECHRON ELECTRIC CLOCKS

- can't run wrong!
- are silent, no winding, oiling!
- are low cost—start at \$4.50* retail!
- are the biggest-selling, fastest-selling electric clocks!
- are the most powerfully promoted electric clocks!

Display them! Offer a variety! Tell customers about them!
Each clock comes in its own display carton!

sure-
waking
ALARMS



LITTLE TEL \$4.95*

America's fastest-selling electric alarm! Recently introduced—already a favorite!



GUEST \$4.95*

KITCHEN
color-
keynotes



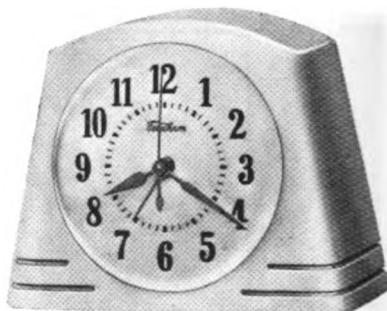
PRUDENCE \$4.50*

Budget-priced, modern case, in red or white plastic.



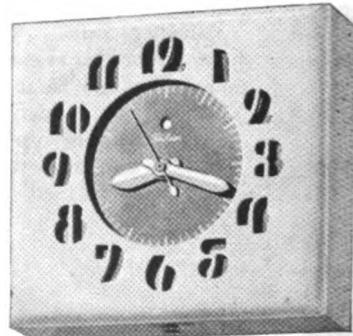
DECORATOR \$5.95*

Up-to-the-second design with white numerals, black, yellow, red, blue, aqua dial.



NEW! TEL-A-GLOW \$6.95*

America's most completely luminous clock! Case and dial glow at night.



ADVISOR \$5.95*

Latest word in beauty. Dial and cutout numerals in red, black, yellow, blue, and mint green.

TELECHRON® ELECTRIC CLOCKS

TOP PROFIT FOR YOU

Telechron's famous Synchro-Sealed Motor is synchronized perfectly with local electric power plants, so it has to run right!

*PLUS TAX. Prices and specifications subject to change without notice. See your distributor for complete details on the Fall program.

TELECHRON INC., ASHLAND, MASS.

• A GENERAL ELECTRIC AFFILIATE

here's **ABSOLUTE**
and **INDEPENDENT**
PROOF of what
we've been telling' you!

Recently a well-known weekly magazine obtained a list of engaged girls, and employed an independent research firm to ask what they would like to receive as wedding presents.

One of the questions was: "What gifts are you hoping most to receive (aside from silverware)?" One fifth of all the women who wanted kitchen utensils specified *Revere Ware*. No other kitchen utensils were mentioned by name.

"This is very unusual," states the publication for whom the survey was made. "In the surveys made since the war we cannot recall a single instance where any one trade name was so dominant in the replies. In practically every case, replies do not contain trade names."

All of which means, Mr. Dealer, that *Revere Ware* has a huge, perhaps unparalleled, public acceptance, built up through the years by two vital factors: (1) hundreds of thousands of satisfied customers telling their friends and neighbors about the beauty and durability of these handsome "Kitchen Jewels"; and (2) the tremendous impression made on potential users by *Revere Ware*'s powerful advertising year after year.

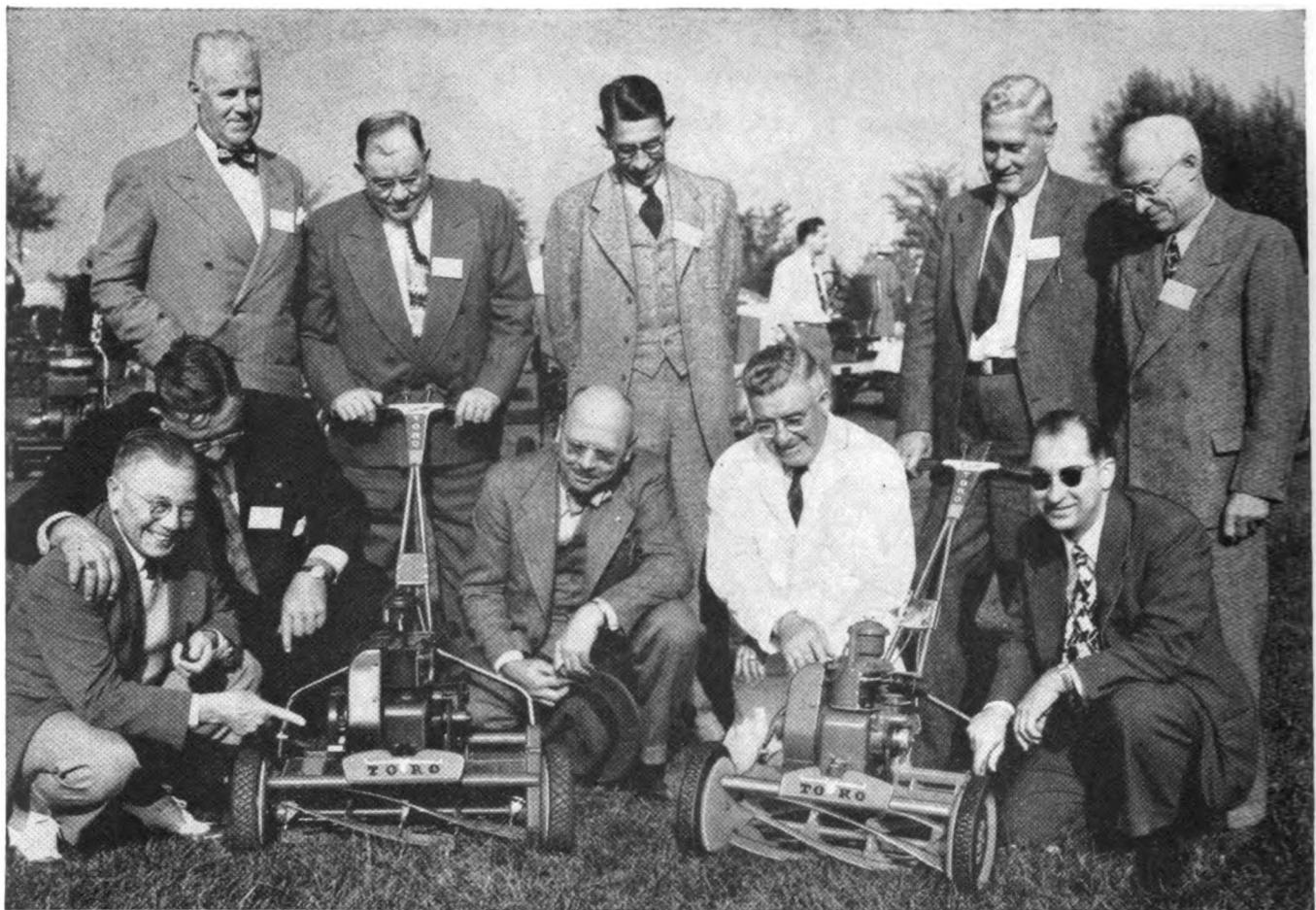
Yes, many customers are *PRESOLD* on *Revere Ware* before they even enter your store. All you have to do is make certain they know you carry it.

So be sure to stock *Revere Ware* plentifully . . . display it prominently . . . and advertise these big profit-makers through mailing pieces and your local newspapers.

REVERE WARE ADVERTISING and REVERE WARE QUALITY
make *Revere Ware* the fastest-selling, most profitable line of utensils for you



REVERE COPPER AND BRASS INCORPORATED
Rome Manufacturing Company Division, Rome, N. Y.



PIONEER TORO DISTRIBUTORS get their first look at the brilliant new Toro Dealer Line at September sales meeting. Toro maintains a coast-to-coast system of 88 distributor depots to service dealers with new mowers, parts and speedy repair work.

PREVIEW OF '51 TORO MOWER LINE

America's most complete line . . . built to championship golf course standards . . . and presented by golf's greatest stars!

1951 IS ANOTHER TORO YEAR! Now in production for early delivery to dealers is the brand new "home" line of Toro Power Mowers . . . not just two or three, but *seven* models . . . engineered to meet every kind of home mowing problem. And Toro's new "Self Selling" Tag System promises to make mower sales easier than ever for Toro Dealers! Toro mowers are built by specialists with 30 years of experience in engineering grass cutting equipment for championship golf courses . . . and backed by a quick, trouble-proof service setup for dealers that's unique in the industry. More Toro facts on the next two pages!



BEN HOGAN OWNS A TORO . . . and says so in Toro's new 1951 national ads. This U. S. Open Champion plays hundreds of rounds a year on Toro-cut courses, chooses Toro for his own lawn!



SAM SNEAD OWNS A TORO . . . because he knows Toro mowers are the choice of greenkeepers and professional turf maintenance men on famous golf courses from Pinehurst to Pebble Beach.



BYRON NELSON OWNS A TORO. No other mower can match this famous Toro sales advantage . . . "Toro is the choice where the champions play . . . and choice of the champions, too!"

HOTTEST SALES IDEA EVER! TORO "SELF SELLING" TAGS

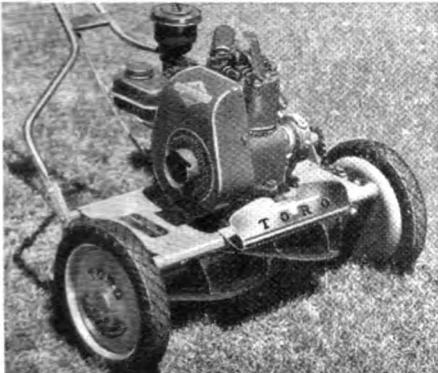
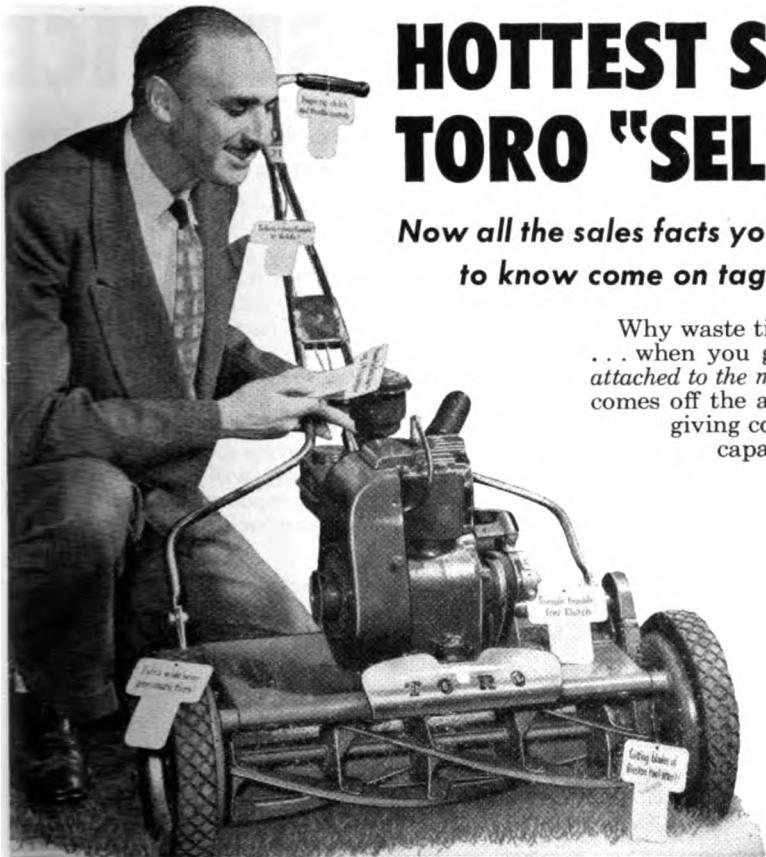
Now all the sales facts your customers want to know and you need to know come on tags attached to each mower at the factory!

Why waste time thumbing through complicated mower catalogs . . . when you get all the facts on the Toro model you're selling attached to the machine itself! Each Toro Sportlawn and Whirlwind comes off the assembly line with "Self Selling" Tags in place . . . giving complete information on mechanical details, cutting capacity, gasoline consumption, everything the customer wants to know. You can't "muff" a Toro sale with this simplified tag system.

And for extra convenience, complete specifications are printed on the big display envelope hanging from the Toro handle . . . an envelope that's a display piece and price-marker all in one, as well as a container for instruction booklet, parts list and warranty.

Yes, Toro has "packaged" the whole selling job for dealers . . . made it automatic. No work for you . . . just easier, more profitable selling.

NEW 21" TORO SPORTLAWN with "Self Selling" Tags in place, just as it appears on your sales floor. Fine for average lawns. 1½ h.p. engine. Ball-bearing mounted reel. Blades of tempered Disston tool steel. Fingertip controls. Extra-wide tires.



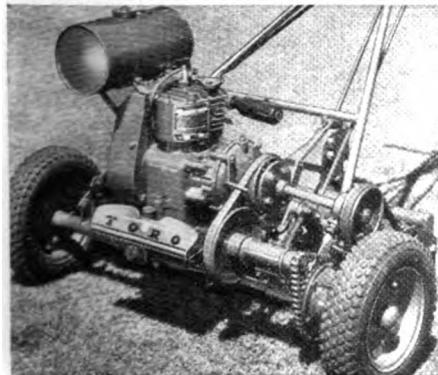
18" TORO SPORTLAWN. Gives you most of the larger Sportlawn's famous quality features at lower price. Rugged, dependable, quick starting, with ample power from 1 h.p., 4-cycle engine.



18" WHIRLWIND. Rotary-blade mower that's the talk of the industry! Clips any growth to carpet smoothness . . . cuts right up to walls, obstructions. 1½ h.p. engine. Folding handle.



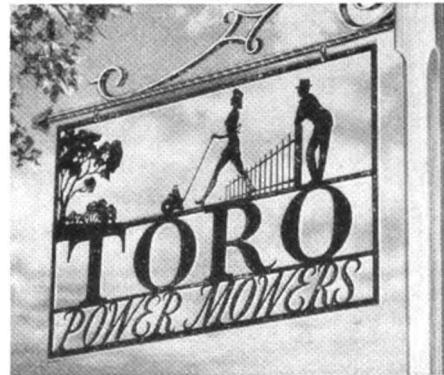
22" WHIRLWIND. "Suction-lift" action of single spinning blade chops weeds and grass clippings to fine mulch. 2.5 h.p. engine. All steel. Top seller for all-purpose mowing on any terrain.



27" TORO STARLAWN. Heavy-duty, high-capacity model for big cutting jobs. Finest precision construction. 2.5 h.p. engine. Independent reel and traction controls. Smooth-cut floating axle.



36" TORO ZIPPER. Powerful sickle-bar mower . . . clips through weeds and tall growth faster than 5 men with hand scythes! Cuts close to obstacles. All steel. Self propelled with 1½ h.p. engine.



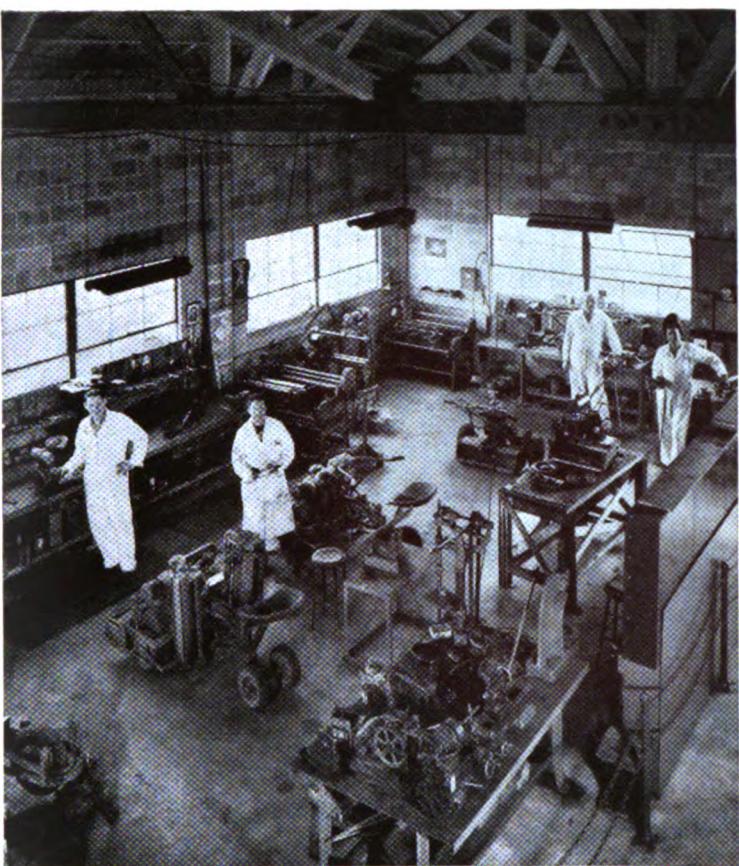
SIGN OF SERVICE. See all these new 1951 Toro models in action at your nearest Toro Distributor's. He is set up to supply and service every Toro mower you sell . . . and you'll sell plenty!

TORO SERVICE

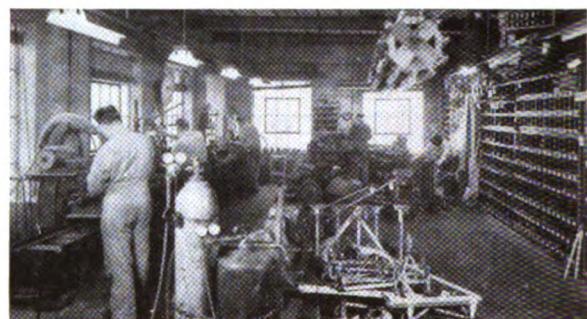
It's industry's finest for speedy delivery of mowers and parts . . . plus expert repair by factory trained men

No matter where your store is located, there's one of Toro's 88 Distributors or one of Toro's hundreds of Authorized Service Dealers conveniently near you to supply parts, maintenance and repairs for every Toro Mower you sell.

Or Toro will help you develop your own service headquarters in your own store. Get the facts on Authorized Service Dealerships from your nearby Toro Distributor. He carries a complete stock of Toro Mowers at all times, will give you fastest possible delivery of extra machines when you need them. No need to overstock . . . even in peak selling season!



PACIFIC TORO CO., LOS ANGELES, CALIFORNIA



R. L. RYERSON CO., MILWAUKEE, WISCONSIN



TORO ADVERTISING

It's best read among power mower ads in national magazines . . . and backed by a whole line of dealer sales helps!

4-color advertising in the Saturday Evening Post and Better Homes and Gardens . . . big space ads in 14 national publications with more than 17,000,000 circulation . . . and Toro's national ad schedule in '51 will be bigger and better than ever with "famous name" golfing stars to add new appeal and attract even more readers!

And Toro helps you complete your selling job with dealer aids of every kind . . . newspaper mats . . . sample copy . . . "blow-up" ads . . . envelope stuffers . . . window posters . . . decals . . . plus the "Self Selling" Tags that make Toro the easiest-to-sell, most profitable mower line you ever handled. Mail coupon below for detailed information about the Toro '51 Line and dealerships.

TORO MANUFACTURING CORPORATION
3000A Snelling Avenue, Minneapolis 6, Minnesota

Please rush full facts about the '51 Toro Line with name of my nearest Toro Distributor.

Name

Address

City

State

It Pays to Handle
Elephant Brand
"Chain-Pack"

Trade Mark Registered



**Easier for You
to Handle--**



**Easier for Your
Customers
to Handle--**

Here's your New... Profitable... All-Steel ELEPHANT Brand "CHAIN-PACK"—containing 100 lbs. of any one of the 4 fastest-selling sizes of PROOF and BBB Chain.

ELEPHANT Brand is the chain in the metal container—a strong, attractive, all-steel container that's ideal for re-use! It's sealed to fully protect the chain against rust.

The ELEPHANT Brand "CHAIN-PACK"—by the oldest chain manufacturer in America, is a superior package—of quality chain—and priced for competitive selling! It's easy to handle—stock—display—sell!

Ask your Jobber

Two Different Colored Labels for Easy Identification:

GREEN LABEL: Identifies PROOF Coil Chain.

RED LABEL: Identifies BBB Coil Chain.

Size of chain, weight, and approx. footage clearly indicated on labels.

**--Because
It's the All-Steel
Chain-Tainer
with the Handle!**

ELEPHANT  **BRAND**
Products

NIXDORFF-KREIN MFG. CO., 916 HOWARD ST.,
 ST. LOUIS 6, MO.—EST. 1854

MAKERS OF ALL TYPES OF WELDED CHAINS • TIRE CHAINS • SINGLETRIEES • WAGON AND TRUCK HARDWARE



QUIK FLAME SETS

The same Quik flame wicking that has proved popular in continuous lengths is now available in crimped sets to fit all standard 8" range burners. Packaged in sets of 4 oversize (1" wide) wicks.

QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, $\frac{1}{8}$ " and $1\frac{3}{8}$ " wide.



WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged 5 $\frac{1}{2}$ ft., 6 ft., and 100 ft. to the box, in widths of $\frac{1}{8}$ ", 1", $1\frac{1}{4}$ " and $1\frac{3}{8}$ ".



KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy long-lived wicking with wire core in both warp and filling yarn. Packaged 5 $\frac{1}{2}$ ft., 6 ft., and 100 ft. to the box, in widths of $\frac{1}{8}$ ", 1", $1\frac{1}{4}$ " and $1\frac{3}{8}$ ".

R/M WICKS PAY YOU BIG DIVIDENDS

Stock up on the complete line of R/M wicks, and you'll find a handsome profit every month. If you're not handling them now, ask your regular jobber for R/M... the pick of the wicks.



TRI-WYR

This is an extra-sturdy woven asbestos wick, containing a brass wire core in every strand. There are also three heavy reinforcing wires in the lower half of this wick. Fits all range burners. Packaged 5 $\frac{1}{2}$ ft. to the box, $\frac{1}{8}$ " wide. Also 100-ft. rolls, boxed or unboxed.



RAYBESTOS-MANHATTAN, INC.

ASBESTOS TEXTILE DIVISION, MANHEIM, PA.

FACTORIES: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Packings
Mechanical Rubber Products • Abrasive and Diamond Wheels • Rubber Covered
Equipment • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts
Radiator Hose • Powdered Metal Products • Bowling Balls

**COLORFUL COUNTER DISPLAY BOX WITH GAY
HOLIDAY GIFT WRAPPING WILL GIVE YOU
BONUS CHRISTMAS VOLUME ON THIS POPULAR**

TURNER

HALF-PINT • SELF-PRESSURE

BLOW TORCH

Here is smart, effective, test-proved display help right at the point of sale that will ring-up money-making extra gift business for you this Christmas-time. Colorful box flags down customers... combines illustrations and descriptive details to tell a complete selling story. Gay holiday wrapping lends a festive touch... marks this amazing little torch as a practical gift item with genuine appeal for the hobbycraft worker or home mechanic. Plan now to use these merchandising aids for eye-catching display on island tables... in windows... at other strategic shopper-traffic areas.

See your jobber for full details...



Box has die-cut tray to hold torch firmly in place. Simple folding cover permits quick, easy set-up for display... gives billboard punch to selling message. Sides are illustrated to show typical uses of torch. Box measures 7" x 5-1/2" x 4-1/4" (closed).

NEW LITTLE TORCH IDEAL FOR HOME WORKSHOP, HOBBYCRAFT WORK, LIGHT SHOP WORK, THE OCCASIONAL USER

You will be surprised to know that this half-pint torch produces 1700° F. temperature which practically equals a standard size torch. Ideal for home craftsmen, hobbyists, or those engaged in light shop work. Complete with soldering iron rest and windshield. Simple in design, yet has high-polished seamless drawn brass tank with concave bottom. Tank base is 3-1/2" to eliminate tipping. Fuel capacity is 7-1/2 ounces, burns 3-1/2 hours when full open. A self-pressure type torch... pressure is supplemented by brass wire—interwoven with the wick—which conducts heat from burner into tank. No. 59 burns gasoline; No. 60 burns alcohol. Soldering iron not included with torch.



THE TURNER BRASS WORKS

SYCAMORE  ILLINOIS

Since 1871

HERE'S YOUR PADLOCK DEPARTMENT!



2 MOVABLE MINIATURE SHOWCASES . . . together, they take up only 16 x 9 inches of counter space!

8 FAST-SELLING PADLOCKS . . . solid cast brass and rustless alloy . . . all at popular prices.

FROM **Slaymaker**

. . . the name that means modern merchandising!

"SILVER SENTINELS" as advertised in the Saturday Evening Post and Country Gentleman.

The newest Slaymaker merchandising sensation! Four rustless alloy padlocks . . . high in quality, sales appeal, and turnover speed. Miniature showcase ("Padlock Town") in six sparkling colors.

"BRASS BEAUTIES" as advertised in the Saturday Evening Post and Country Gentleman.

Four solid cast brass padlocks in a blue plush jewel-box miniature showcase. Brass has always been the symbol of durability in padlocks. At popular prices, these move fast!



COUNT ON
Slaymaker

FOR PADLOCK
PROSPERITY!

SLAYMAKER LOCK COMPANY

Since 1888

LANCASTER, PA., U.S.A.

World's Most Complete Line of Padlocks



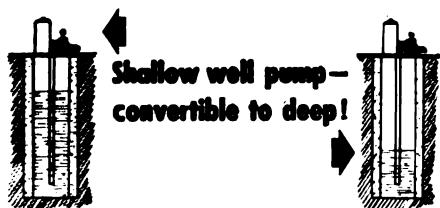
Horizontal Jet Pump

New DELCO-JET Convertible Pump

has the features, the quality and
price that make it easy to sell!

It's value-packed! It's priced to sell! And the sensational new Delco-Jet Convertible offers a combination of features found in no other pump—features that add to its saleability, dependability and ease in servicing:

- Built and backed by General Motors
- Famous Delco Rigidframe Motor is capacitor-start—has built-in overload protection and lifetime lubricated ball bearings.
- Motor and pump are close-coupled—impeller fastens directly on motor shaft.
- Utilizes exclusive Delco-designed impeller and volute.
- Motor and all moving parts of pump are assembled as unit—removable without disturbing pipes.
- Diaphragm-type regulating valve is streamlined to permit free flow of water.
- Pebble trap in double-pipe jet assemblies keeps dirt from jet and nozzle.
- Internal air separator prevents loss of prime.
- Rotary seal protects against leakage



Customers like to know that it isn't necessary to buy a new pump if the water table falls—and that their Delco-Jet "Convertible" can easily be modified to pump water from lower levels.

And Delco Water Systems Dealers needn't stock separate pumps for deep and shallow wells—because, with adapters, the new Delco-Jet Convertibles can be installed in either type of well.



Also Delco-Heat equipment for automatic home heating, automatic oil and gas-fired water heaters, and fractional horsepower electric motors.

Now, more than ever—Delco Water Systems Dealers have the ideal pump for every domestic water need!

Clip and
mail this
coupon
NOW!

DELCO APPLIANCE DIVISION, Dept HA-10
General Motors Corporation, Rochester 1, New York

Please send me

More information about the Delco-Jet Convertible Pump
 Information about the Delco Water Systems franchise.

Name _____

Address _____

City _____ State _____



AUTOMATIC COMFORT CONTROL TOP REGULATES SPACE HEATERS

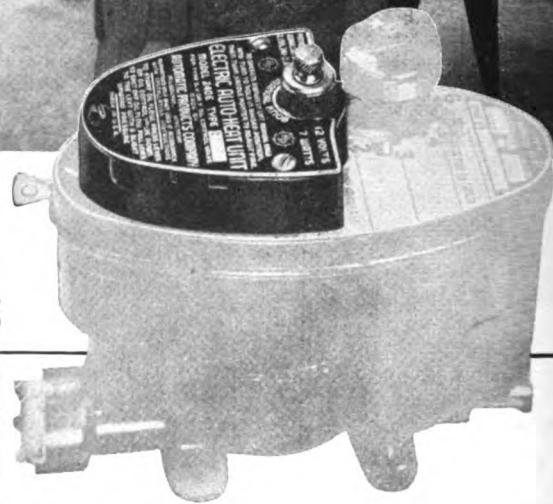
THERMOSTATICALLY

You, as a dealer, know the sales-making advantages of Thermostat Controlled Heat. Always found on only the most expensive heating systems, it is now available for all your Space Heater customers, too.

Tell them about it. Display the A-P Automatic Comfort Control Set. Explain its benefits to your floor salesmen. You will perform a beneficial service to your space heater customers — at high profit to you. Remember, this easily installed Comfort Control Set works on ALL A-P Controlled Oil Heaters you have sold since 1939, as well as on those you are selling now. This means an EXTRA sale and profit on all your past heater sales, and an INCREASED profit on new heater sales.

AUTOMATIC PRODUCTS COMPANY

2442 North Thirty-Second Street, Milwaukee 45, Wisconsin



Illustrated is the A-P Comfort Control Top Model 240-ED for space heaters with one or two burners.

TEN MILLION READERS of National Magazines are learning the advantages of A-P Dependable Controls and AUTOMATIC COMFORT CONTROL. Illustrated banners that merchandise these important A-P advantages are available free. Write us or ask your distributor or manufacturer.



DEPENDABLE
OIL *Controls*

Standard Equipment on Vaporizing Oil Burning Heaters, Furnaces, Floor Furnaces, Water Heaters

Now!

NEW SALES, NEW PROFITS! -THE GILMER "LINE OF 5"



THE GILMER TOWER—
takes only an 18" circle
of counter space, yet
holds 35 of the most
popular V-Belts for home
and shop appliances.



GILMER 6-S WIRE DISPLAY
—contains 6 spools of
wire cord for nearly every
household application.

Five fast-moving items—Gilmer V-Belts, Sheaves, Electric Wire, Tape, Garden Hose. Here's a line you can sell—profitably!

Consider the quality: The same high standards of quality set for Gilmer V-Belts distinguish the other items, also. You can count on customer satisfaction from the Gilmer line!

Consider the selling ease: All items are attractively packaged—counter displays and sales-aids are supplied. And when you stock the complete "line of 5," tie-in sales come naturally—V-Belts with sheaves; tape with wire!

And look at the profits! Every item is priced to give you a good margin of profit—and fast turnover keeps those profits rolling in!

L. H. GILMER COMPANY

Tacony, Philadelphia 35, Pa.

DIVISION OF UNITED STATES RUBBER COMPANY

**ORDER THE GILMER "LINE OF 5" FROM
YOUR HARDWARE WHOLESALER**

Calling all dealers!

Stop in and
see Gilmer's "Line of 5"
Exhibit at the

NATIONAL HARDWARE SHOW

Grand Central Palace
New York City
October 2-6, 1950

BOOTH 42



GOLDBLATT MASON TOOLS

Give YOU

QUICKER TURNOVER
MORE PROFITS
REPEAT CUSTOMERS

Give Your Customers

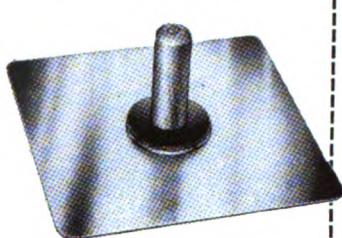
FINEST QUALITY
GREATER VALUE
LONGER WEAR



BRICKLAYERS' AND STONE MASON'S JOINTERS



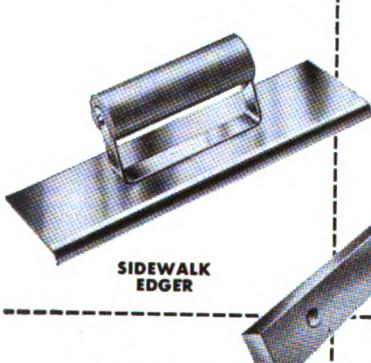
PLASTERING TROWEL



PLASTERERS' HAWK



BRICK TROWEL



SIDEWALK EDGER



BRICKLAYERS' LEVEL

ATTRACTIVE
DEALER DISCOUNTS

Goldblatt sells direct to dealers, is therefore able to offer especially attractive dealer discounts.

Send TODAY for
FREE
ILLUSTRATED
CATALOG

Write for your 1950 copy of Goldblatt's illustrated catalog describing the largest and most complete line of masonry tools and supplies.

Goldblatt Tool Company

1920 Walnut Street
KANSAS CITY 8, MISSOURI



FIRST CHOICE OF THE TRADE FOR 65 YEARS

"BETTER MEASURE WITH **LUFKIN**"

it pays to sell—
★ LONGER WEARING
★ EASIER READING
★ HIGHER QUALITY

LUFKIN MEZURALL TAPE-RULES

with the
EXCLUSIVE
CHROME-CLAD
BLADES!



EASY TO READ
MARKINGS
THAT ARE DURABLE

6 FAST-SELLING FEATURES MEAN MORE PROFITS— MORE SATISFIED CUSTOMERS

- Non-glare CHROME-CLAD Satin Finish Blades.
- CHROME-CLAD Finish will not crack, chip, peel, or corrode.
- Durable Black Markings on Chrome White Background.
- Self-Adjusting Hook affords accurate Butt-End and Hook-Over Measuring.
- Smooth operation . . . Replaceable Blades.
- Improved Heavily Plated Case . . . Inset Side Plates in attractive red and white.

ONLY LUFKIN GIVES YOU ALL THIS POWERFUL PROMOTION

The New Lufkin Mezurall — with the Exclusive CHROME-CLAD Blade — is being advertised to more than 40,000,000 reader-prospects in the Roto Sections of Leading Sunday Newspapers, Industrial Trade Papers, and other Consumer Publications. Lufkin MEZURALLS are "pre-sold" for you.

Selling high quality Lufkin Mezuralls means greater profits. . . . Call your jobber at once. Specify:

C-926 CHROME-CLAD MEZURALL 6-ft.
C-928 CHROME-CLAD MEZURALL 8-ft.

Descriptive 3-color promotional mailing pieces available on request.

Sell LUFKIN TAPES • RULES
PRECISION TOOLS

THE LUFKIN RULE CO.
NEW YORK CITY • SAGINAW, MICHIGAN • BARRIE, ONTARIO

HURRICANE

POWER MOWERS

Cut a Wide Swath of Profits for You!



HURRICANE JUNIOR
for the Small, City Lawn. Is "overpowered" —will do lots of hard work.

2 great
proven
power lawnmowers

Your Profit is Bigger when you sell the Top-Quality Line. Hurricane is priced right to move quickly.



HURRICANE
for the Big Lawn —and for tough, heavy mowing. Proved fine by years of use.

Biggest production ever was sold out easily in 1950 season. Buyers prefer Hurricane quality. Dealers love the easy sales. Here is the rotary power lawnmower you want to handle — sturdy and dependable, reduces service problems to a minimum, makes happy customers. Parts and service always available. Many lawnmower rental firms prefer Hurricane — say it stands up best!

ORDER NOW!

Be Sure You Have Hurricane To Sell
This Fall and Next Spring

You can't lose with an inventory of this great lawnmower value on hand. Right now we are able to accept orders for prompt delivery.

ATTENTION — Hardware and Implement Jobbers! A few choice territories open. Contact us at once.

"HERE'S HOW"
For More Lawnmower Sales!

SALES-MAKING HURRICANE FEATURES

- 4-cycle, 1½-2 h.p. gasoline engine — "overpowered" for assured performance.
- Automatic governor for constant speed.
- Full-floating friction drive.
- Rust-proof, silver-plated drive shaft.
- Malleable aluminum chassis—lightweight.
- Ball-bearing wheels.
- Tempered steel fan-tip rotary blade.
- Attractive consumer folder for your own use.

NATIONAL METAL PRODUCTS CO., INC. • KANSAS CITY 8, MO.

NATIONAL METAL PRODUCTS CO., INC.
Dept. H-1, 2722 Cherry Street
Kansas City 8, Mo.

Yes, I want to make money selling the HURRICANE line. Send me your "Here's How" literature and prices — telling me how to know the fine Hurricane selling features for more power lawnmower sales.

Name.....

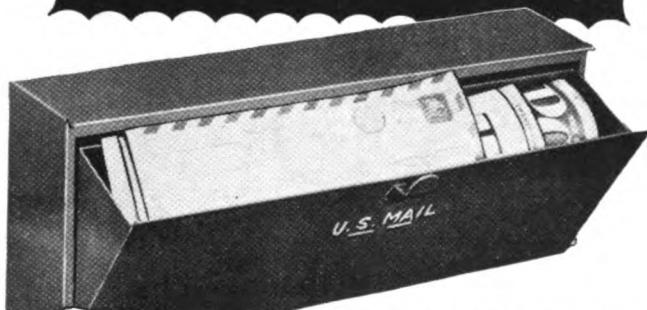
Address.....

City.....

Zone..... State.....

Famous 30-Year Old
Golden Rod
 FULL-DUTY
MAIL BOX

Tremendous Favorite
 in communities
 where it has been
 Introduced



Exceptional Features
 Make it a truly

BEST SELLER

When customers ask for a mail box, show them the leader—Golden Rod! Soon it will be the big favorite in your community, as it is many others—you'll sell them by the dozens—faster and faster, every year! For Golden Rod is designed as a mail box should be:

- HOLDS ALL THE MAIL, even magazines and newspapers.
- MAIL MEN LOVE IT! Opens and closes with a touch. Mail can be placed in box or removed with one hand.
- STORM PROOF—Top extends beyond front cover, fully protecting mail from rain or snow.
- DURABLE—Made of heavy sheet steel, electrically welded. Will last for many years. Beautifully finished in green wrinkle, baked enamel.
- RETAILS for only \$3.50!

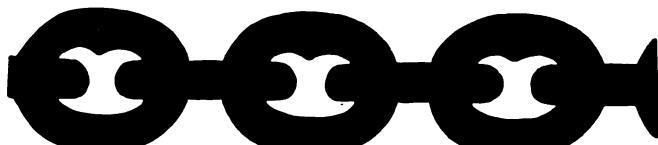
Order from your jobber now

DUTTON-LAINSON CO.
 Dept. 56 Hastings, Nebr.

CM CHAIN



INSWELL PROOF COIL



INSWELL BBB COIL

CM INSWELL CHAIN is nationally advertised...known and preferred by chain users in every type of business.



LIBERTY COIL STRAIGHT LINK

A REGULAR SELLER



LIBERTY COIL TWIST LINK

CM INSWELL CHAIN is available in all standard welded chain types and sizes.



LIBERTY MACHINE STRAIGHT LINK

AT A REGULAR PROFIT



LIBERTY MACHINE TWIST LINK

CM INSWELL CHAIN cold shuts, repair links, hooks and other accessory fittings make ours a "one-stop" chain supply service.

COLUMBUS MCKINNON

CHAIN CORPORATION

(Affiliated with Chisholm-Moore Hoist Corporation)

GENERAL OFFICES AND FACTORIES: TONAWANDA, N. Y.

SALES OFFICES: NEW YORK • CHICAGO • CLEVELAND • SAN FRANCISCO

Other Factories at Angola, New York, St. Catharines, Ontario and Johannesburg, S. A.



Now...
GOOD YEAR presents
**the finest hose
line ever
offered!**

MATCHED TO YOUR MARKET

BACKED BY THESE FREE HARD-HITTING HELPS

NEW SALES-MAKING DISPLAY shown here holds over 1000 feet of hose in only 2 square feet of floor space. Attractive garden-furniture design keynotes whole department—takes full profit advantage of short garden hose selling season.

"TELL ALL" GUARANTEE CARDS with every length of hose tell your customers what they're buying in terms of hose service.

NATIONAL ADVERTISING of "the greatest name in rubber."

- Window Banners
- Counter Booklets
- Newspaper Mats
- "3 Ways to Sell More Garden Hose"
- Display Cards
- Folder — "Suggestions for Hose Displays"
- New Booklet
"Do's & Don't's for Watering Your Garden & Lawn"

GOOD YEAR
GARDEN HOSE

THE HOSE LINE THAT'S MADE FOR YOUR MARKET...AND YOUR PROFITS

TELL THE
GOODYEAR
QUALITY
STORY WITH
THIS CHART

Hose Type	Construction	Cost 50' length	Guarantee in years	Service cost per year
"FIESTA"	vinyl cover rayon reinforcement seamless tube	\$8.26	10	\$.83
WINGFOOT	neoprene cover rayon braid reinforcement, seamless tube	8.96	15	.59
ELM	neoprene cover, braid of rayon, seamless tube	7.60	10	.76
PATHFINDER	neoprene cover, single rayon braid, rubber tube	6.51	5	1.30
ALL-VINYL	lightweight plastic	9.50	10	.95

* Based on average 1950 retail prices.

Wingfoot, Pathfinder — T.M.'s The Goodyear Tire & Rubber Company, Akron, Ohio

FIESTA Line. Completely New! Brilliant New Colors! Amazing Strength, Flexibility! Long Life! Light Weight!

It's a new, completely different kind of hose—quality-built to combine sparkling appearance with rugged strength. Satin-smooth flame-polished VINYL cover in sunproof, wear resistant red, yellow or green. Lightweight, high strength rayon reinforcement, seamless rubber tube. Competitively priced, outstanding for quality.

Plus RUBBER HOSE TO FIT YOUR MARKET

EMERALD CORD—finest garden hose made. Sell it to your estate and golf course customers. Known for years as the "top" garden hose for service.

WINGFOOT—combines high quality materials to give hose buyers more for their money in service, strength and ease of handling.

ELM—lightweight and long service offered at a price to appeal to the average home owner.

PATHFINDER—ideal for the economy-minded buyer. Has many features of the higher-priced constructions, yet sells at a money saving price.

GLIDE—a shrewd bargain for the budget-conscious buyer. Features good quality at the lowest possible cost.

ALL-VINYL too — Long Life, New Style Appeal! Lightest Weight!

Ideal for the style-conscious buyer, with its attractive lettuce-green color. Appeals to women for its light weight and ease of handling.

GOOD YEAR

THE GREATEST NAME IN RUBBER

WRITE TODAY
FOR FULL DETAILS
on our profit-making 1951
Hose Promotion
to Goodyear,
Hose Sales,
Akron, Ohio.

Digitized by Google

HERE'S

WITH A

EYE-APPEAL
QUALITY FEEL

JOHNSTON
Lawn Patrol Power Mower

4-Cycle Engine
21-Inch Cutting Width

...\$107.50

Plus Freight

JOHNSTON LAWN MOWER CORPORATION

Ottumwa, Iowa

FOR BIG CHRISTMAS SELLING

This BIG SKIL Home Shop Campaign comes right into your store!

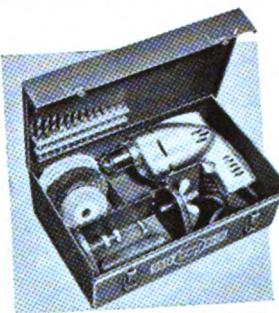
ALL THESE



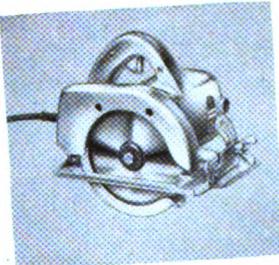
GIVE YOU

**WIDEST PRICE RANGE
... WIDEST APPEAL**

Full 30% Discount



SKIL Home Shop Drill Kits
(2 models) — \$24.95-\$41.45



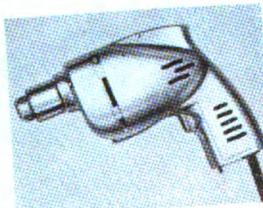
SKIL Home Shop Saws —
6" — \$59.50 — 8 1/4" — \$84.50



SKIL Home Shop Saw Table
\$29.95



SKIL Home Shop Oscillating Sander — \$64.50



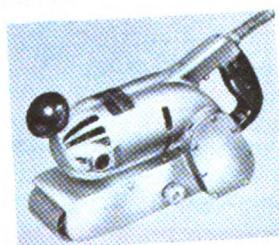
SKIL Home Shop 1/4" Drills
(2 models) — \$19.95-\$22.95



SKIL Home Shop Sander-Polisher — \$37.50



SKIL Home Shop 1/2" Drills
(2 models) — \$39.95-\$43.45



SKIL Home Shop Belt Sander — \$69.50



SKIL Home Shop Bench
Stands (2 models) — \$12.95
\$19.95



SKILSAW, INC.
Home Shop Division
5033 Elston Avenue
Chicago 30, Ill.

IN YOUR TOWN U.S.A.

You get everything you need for a top-profit gift season with SKIL Home Shop Tools. The biggest, most complete line in the field . . . complete in-store promotional material . . . consistent large space advertising. Get ready for your bigger power tool Christmas now. Push SKIL Home Shop Tools.

BIG ADS *TO YOUR*
CUSTOMERS EVERY MONTH
IN LEADING MAGAZINES



33,770,991 Sales messages

63 *SUNDAY NEWSPAPERS—*
THIS WEEK and PARADE
MAGAZINE SECTIONS



62,842,996 Sales messages

Here's advertising power focused right in Your Town, U.S.A. Cash in on this big magazine and newspaper campaign for SKIL Home Shop Tools. *It pays!*

BIG EXTRA PUSH FOR CHRISTMAS!
PLAN TO TIE IN NOW!



**PLENTY OF SALES AIDS
FOR YOUR STORE!**

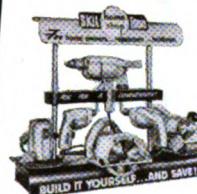
**SKIL Floor
Merchandiser**

A real selling center. Offered with selected SKIL Home Shop Tools on a special profitable deal! Ask your wholesaler.



SKIL Counter Display

Compact, attractive sales builders. Special deal gives you basic tools on a profitable deal. Ask your wholesaler!



SKIL Self-Display Cartons

All SKIL Home Shop Tools are packed in colorful cartons that stop store traffic and help make sales for you.



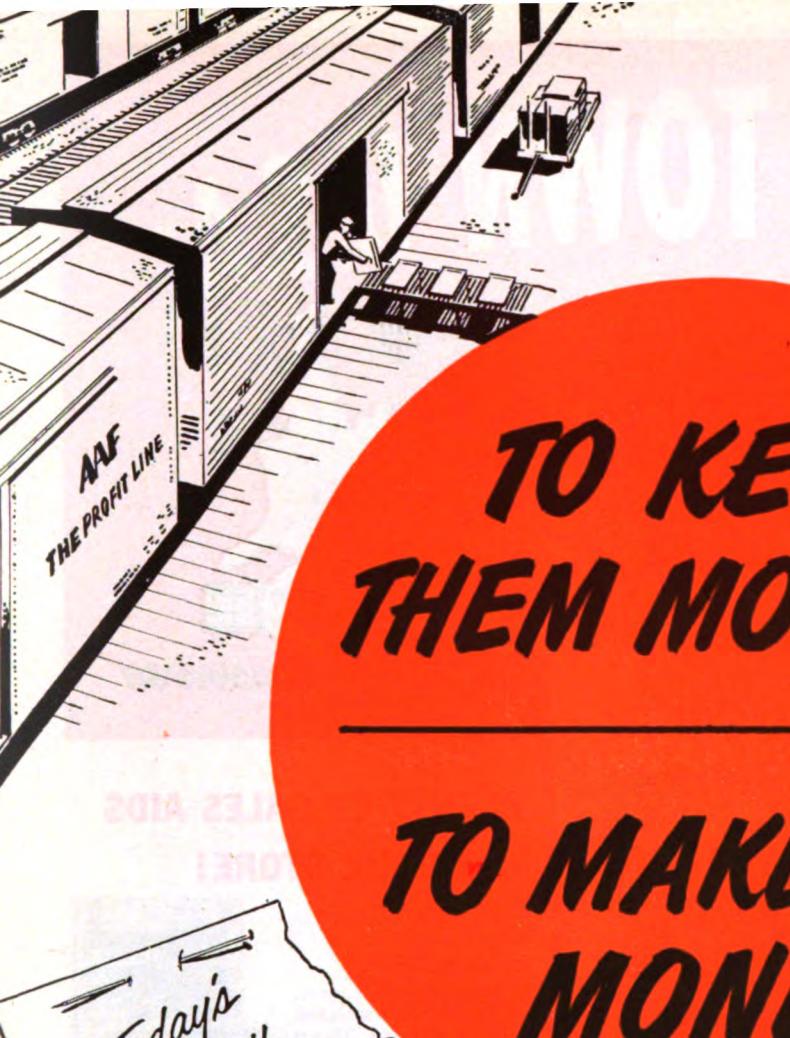
FREE

MERCHANDISING AIDS

- Window Streamers
- Ad Mats—Radio Scripts
- Mail Stuffers—Leaflets

**ASK YOUR WHOLESALER—
OR WRITE TODAY!**





WHEN we made the great new AMER-glas filter, we also made plans for merchandising it . . . profitable plans for you.

That's why we are ready now to help you keep AMER-glas moving — a "best seller" for your big market.

TO KEEP THEM MOVING

TO MAKE YOU MONEY



AMER-glas

HAS EVERYTHING

—a new kind of extra-resilient body for long service, interlaced pad of white glass filament has a thermo-plastic bond, viscosine coating that catches even tiny particles of dust, a strong frame to stay in shape and extra important—a clean-cut distribution policy to protect your market.

AMER-glas HITS A GIANT MARKET

—for today, one home in every three has a forced warm-air furnace where a filter should be sold now. Add to this huge market all the industrial and commercial sales and you're digging into a pile of profit. Here is help for your sales campaign. Put these sales-makers to work for you. A complete promotion package is available through your AMER-glas distributor now. Place your order, be ready for steady profits with AAF's AMER-glas selling program.

AMER-glas

REPLACEABLE FILTERS

FROM THE GREATEST NAME IN AIR FILTERS

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WE TOLD MILLIONS IN....

...HOW HOMES, OFFICES, INDUSTRY—EVERYONE—ANYWHERE could depend on AAF for the big advancements in better air. We plan to continue making all America "Air Conscious" and hold the AAF position of first in the business of making air clean.



WE'RE TELLING 'EM, IT'S TIME TO BUY!

Here is the product, here's the promotion—here's the AAF plan for replaceable filter profits. For more details ask your AMER-glas distributor or write to address below.

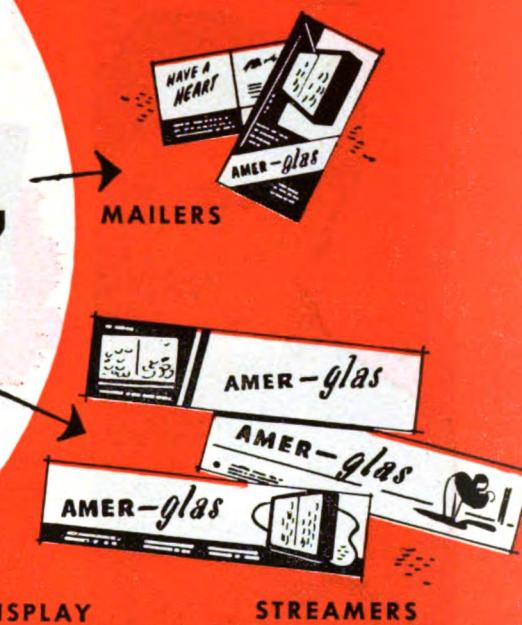
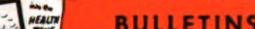
AMER-glas

brings you a

PACKAGED "PROFIT-MAKER" PLAN

for selling in
1950 and 1951

SPOT ANNOUNCEMENTS



American Air Filter

COMPANY, INC.

435 CENTRAL AVE., LOUISVILLE 8, KY.

Digitized by Google

Here's why Home-Utility means Big Christmas Profits for You!



NEW! 3 Big Electric Tool Kits!

More Chances for Sales!



HOME-UTILITY 1/4" DELUXE DRILL KIT—Drill, bench stand, 13 bits, wire wheel, grinding wheel, buffing wheel, arbor, tube of compound, metal kit. Complete for \$39.95.



NEW HOME-UTILITY 1/4" DRILL KIT—Drill, 7 high-speed bits, arbor, wire wheel brush, rubber backing pad, 3 sanding discs, all in fitted metal box. Complete for \$29.95.



NEW HOME-UTILITY SANDER-POLISHER KIT—Sander-Polisher, backing pad, bonnet, 3 sanding discs, chuck, 7 bits, 4 wood augers, countersink, wax, polish, steel case. \$49.95.

Other Home-Utility Electric Tools, accessories and kits cover all needs and price ranges.

Prices shown are list prices

BIGGEST Advertising Campaign Yet! Helps pre-sell your customers!



Over 23 Million GIANT Christmas Ads! (1 1/2-page, two-color) will appear in Post, American Home, Better Homes & Gardens, Popular Mechanics, Popular Science, Country Gentleman, This Week!



Also FREE Merchandising Aids for You! Ad reprint, colorful streamer, newspaper mats, radio scripts, display ideas. FREE display piece for Dealers owning H-U Merchandiser.

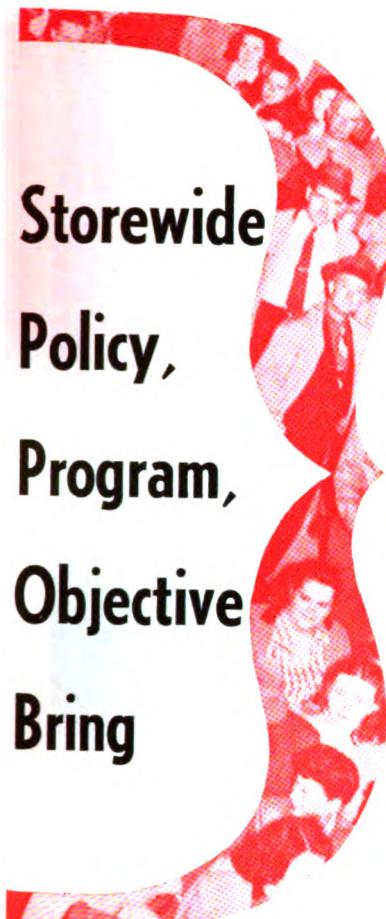
SOLD BY LEADING DISTRIBUTORS EVERYWHERE

CASH IN
ON THIS
PROFITABLE
PROMOTION

ELECTRIC
HOME-UTILITY
TOOLS

ORDER NOW
FROM YOUR
HOME-UTILITY
DISTRIBUTOR

HOME-UTILITY Division, BLACK & DECKER Mfg. Co., Dept. H-653, Towson 4, Maryland



33% Sales Gain

Promotional punch keeps bringing customers to this Colorado store. Its new owners are hitting "ad-wise" to keep selling. Now hardware and housewares volume is up 40 pct and total sales are up a third

AATTRACTIVENESS and enterprise mark the business which M. Lawrence Davis and Harvey E. Klunder, Chicago businessmen bought. But there was a problem that had to be solved.

The sporting goods department of their newly purchased business, the former Still Brothers Hardware & Sporting Goods Store in Colorado Springs, Colo., had been allowed to steal the show away from the other departments—hardware and housewares. The need was to restore the balance, so that all three divisions could pull together towards the greatest overall volume. Then the idea had to be put across to customers.

Sporting goods had been the most widely promoted and consequently the most profitable end of the business. Its high profit level had to be maintained but hardware and housewares had

also to receive greater promotional emphasis. Those latter departments had to be physically re-aligned to receive their due sales and display values within the Davis-Klunder store.

Attractive Window Frontage

The store is regarded as one of the outstanding businesses of its kind in the Rocky Mountain region. Situated in a recently modernized building at 108-12 E. Colorado Ave., a site that is at an important business intersection of the city, the premises have 70 ft. of attractive window frontage, a well-proportioned main floor and a full downstairs show room. The high main floor ceiling permits a balcony at the rear of the main floor and houses the business office.

Before the layout was changed by the new management, sporting goods monopolized the main floor selling space. Gun-rack,

counter and island displays of sporting goods commanded the customer's attention to the disadvantage of the hardware and housewares lines on the opposite side of the main floor. The basement hardware departments also suffered because they could be reached only by a narrow stairway along the farther wall.

Feeling that a hardware store should really feature hardware and should have equal appeal for ladies as well as men, the partners set about restoring the display balance of their three major divisions.

The first step was to relocate the stairway leading to the basement hardware department. It was moved and widened and now in its new location cannot be missed by customers, who, immediately upon entering the store, are confronted with the wide, new stairway and a bold sign, "Hardware Downstairs."



The Davis-Klunder Hardware department which gained a 40 pct volume increase by aggressive merchandising and advertising.

which points the way. A rubber floor mat, cutting across from the main entrance to the stairway, also serves as an inescapable direction pointer.

Making the hardware department more accessible and effectual was one part of the store transformation. Better display throughout the entire store was also created. The existing island displays were supplemented by new wall displays with an effective color and lighting scheme which tied the two together. For instance, the yellow background of the wall gun display is carried

over by a matching yellow to the island display of ammunition and gun accessories. The blue of the kitchenwares wall display is similarly carried over to the island displays of those lines.

Paint is featured at the rear of the main floor and a pick-up counter of toys is also given a position of prominence between the sporting goods and housewares sections. There is an island counter at the very front of the store—the first spot to catch the customer's attention—which displays the currently advertised items and an occasional display

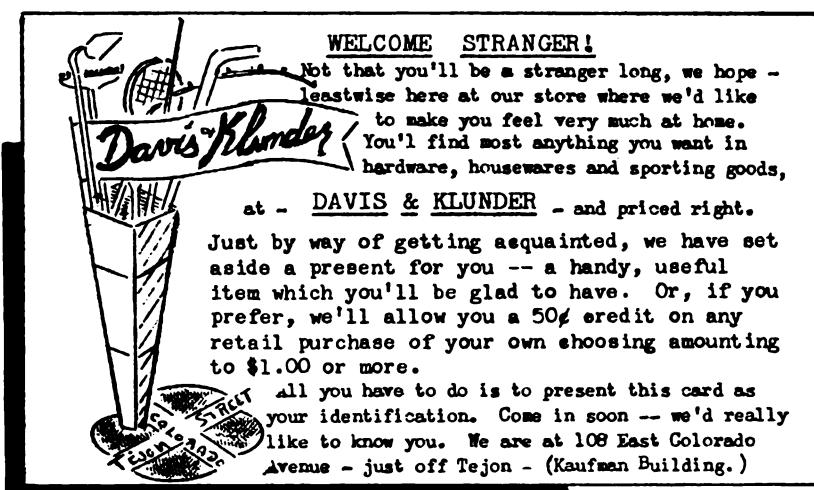
of marked-down items offered for quick sale.

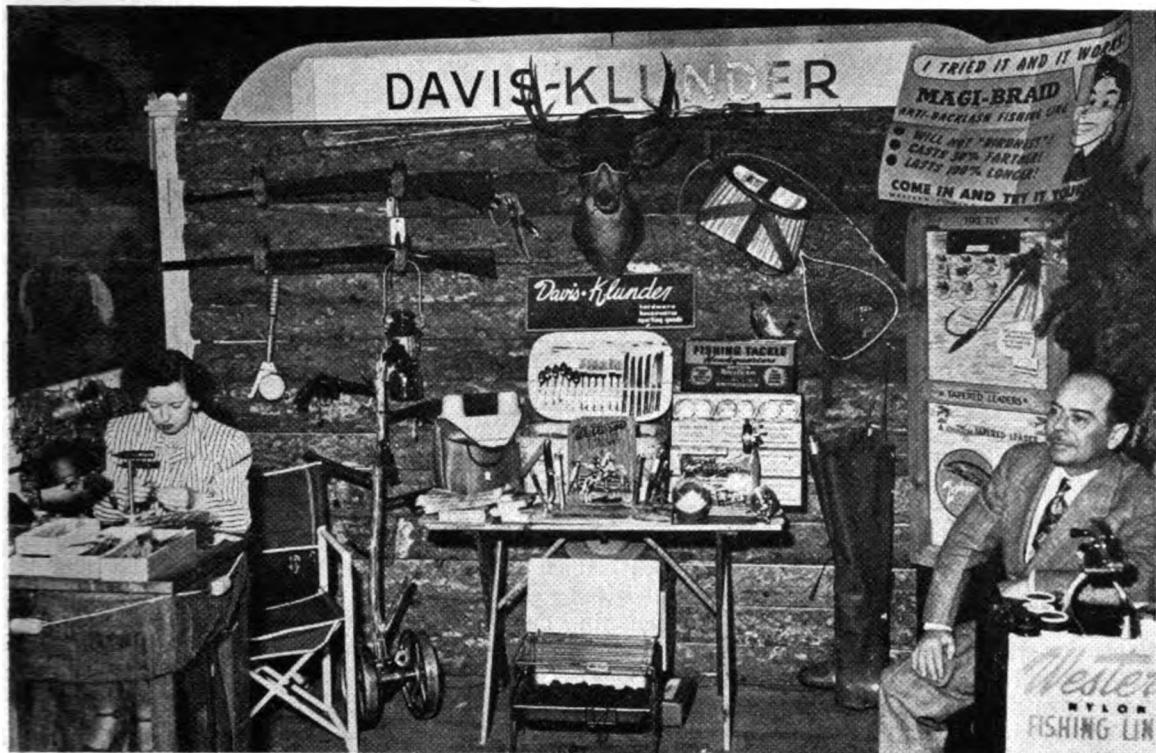
In all departments, related items were brought together, dead merchandise eliminated, and new stock added, giving the store its present busy and "complete" effect.

One result has been that hardware is no longer the merchandising step-child in the Davis-Klunder store. It occupies over one-half the total floor area and has been made more inviting through improved lighting and by general brightening up with generous use of color on the walls and display fixtures.

With the store re-organization and re-arrangement completed in six weeks' time, the owners turned their minds to setting a policy of sales operation and store promotions to fulfill their aggressive merchandising intentions. They had chosen their community, Colorado Springs, with a population of approximately 50,000, and with 10,000 more in the immediate vicinity to draw from. They now had to tackle their merchandising problem.

Surveying the trading area, they found it was primarily a residential and tourist center with a great influx of summer visitors and a growing number





Promotions are the key to the 33 pct over-all increase for Davis-Klunder. Here is a sporting goods display booth set up by the store. The lady is a fly-tying expert while the gentleman demonstrated a new type of fishing line. Both stole the show.

of winter transients attracted by the mild winter climate. The higher mountain areas, also, were increasing in popularity for all sorts of winter sports.

Recreational activities, thus, could be made to stimulate a demand for sporting goods, and the traffic that department would draw could be channeled into the hardware and housewares department. The high level of purchasing power in the area could also be turned into a stimulant for those revitalized departments.

Competition consists of four downtown hardware stores, and the usual assortment of chain, mail-order and specialty shops. Consequently to compete successfully would require alert merchandising.

The sales program the partners evolved from these conditions hinged on the following principles: prices were to be fair and reasonable but the store was not to be a "price store" in the sense of attempting to put its competition out of business. Emphasis among the major departments was to be balanced and public acceptance of the business as an all-around store was to be won. Feminine appeal was to be

stressed as strongly as masculine appeal.

Outside selling was to be pushed aggressively. Advertising was to be given the prominence it has in other fields of merchandising. Effective window display was a must assignment, utilizing to the utmost advantage the store's extensive frontage. There are six major windows, one being changed in turn daily, thus giving a complete change every week. Two windows are devoted to hardware, two to sporting

goods, and two to housewares. The hardware windows have signs indicating the department's location.

A sensible credit policy was to be followed without reaching down for the dollar-down-dollar-a-month business; and, above all, the store was to be one where quality and service would be the distinguishing traits, yet without aiming at the "class" trade to the neglect of the always important mass market.

Taking the general experience

Name (Last name first - please print)
Street Address
City
Would you like to open charge account (30 days' credit)? Yes <input type="checkbox"/> No <input type="checkbox"/>
Homeowner <input type="checkbox"/> Renter <input type="checkbox"/> Phone <input type="text"/>
Birthday (day of month, not year) <input type="text"/>
Special interests - Fishing <input type="checkbox"/> Hunting <input type="checkbox"/> Camping <input type="checkbox"/> Golf <input type="checkbox"/> Skiing <input type="checkbox"/> Woodworking <input type="checkbox"/> Cooking <input type="checkbox"/> Gardening <input type="checkbox"/>

Valuable prospect information was gained from this registration card which was used during the store's open house celebration.



The owners—M. Lawrence Davis, left, and Harvey E. Klunder.

of the trade as a guide, an advertising budget was set up and geared to the sales volume anticipated for the calendar year and seasonal demand, with some allowance for over-spending during the period of establishing the new store and policies.

The advertising program was directed towards making it a real selling arm of the business by using it consistently. Supervision of that phase of the program was put into the hands of

an experienced advertising man, serving on a part-time basis.

The store's primary advertising expenditures are in newspaper space with some representation in radio and specialized papers. Direct mail is used on special items and directed to carefully selected mailing lists. One such effort which proved resultful was the mailing of a postcard to newcomers to the city, inviting them to visit the store and offering them a gift or a credit on purchases, as an inducement.

Selling tactics were reviewed and improved. The salesmen were promptly put on an incentive-pay basis; that is, a commission arrangement that would give recognition and compensation for sales running over previously established levels. A student representative of the firm was appointed in the local college which has a student body of about 1,200.

The first big promotion that was put on was the firm's Open House—its formal bid for recognition and support. The event

was widely publicized through newspaper space and radio time and though it was featured primarily as a get-acquainted event, sales topped all expectations. There was a constant stream of visitors passing through the store viewing the improvements and augmented stocks.

Visitors were asked to register to qualify for Open House gifts. The registration booth was so located as to necessitate a complete tour of the store in order to reach it. The registration card provided space not only for the name, address, and phone number of the registrant but also his birthday (month and day only), his interest in a charge account and his hobby or sports' inclination such as fishing, hunting, gardening, woodworking, etc. Thus a vast fund of future sales data was obtained.

The Open House was in itself taken not only as an opportunity to publicize the firm, but to set forth the firm's basic policies and business concepts. It was quickly followed up with a published

In the Colorado Springs Area—
DO WOMEN LIKE TO FISH?
DO MEN LIKE TO COOK?
WHAT ELSE DO THEY LIKE TO DO?

Here are some of the answers—

At our OPEN HOUSE a week ago, we asked our visitors to indicate their "Special Interests"—particularly those in which we are concerned as dealers in hardware, housewares, and sporting goods.

In addition to their obvious interest in—and approval of—our modernized and restocked store, most of them quite willingly noted down the activities they especially liked. Since the crowds that thronged the store throughout the day represented a good cross-section of the adult population of the area, we think their expressed interests may approximate those of our men and women as a whole. Anyway, the figures are interesting—see how your interests measure up against the crowd.

Activity	Men Interested	Women Interested
Fishing	50%	75%
Hunting	40%	10%
Camping	35%	35%
Boating	15%	35%
Skating	37%	35%
Wading	20%	75%
Swimming	40%	75%
Cooking	40%	75%

These figures emphasize what we already knew—that a lot of people in the Pikes Peak Area would relish a fine, wide-awake store catering not only to their recreational interests but to their more down-to-earth needs in the way of housewares and hardware.

Our "Special Interest" is in providing you with the tools and equipment to get the most out of the things you either like or have to do. Call on us when you are again in the market.

Davis-Klunder
 hardware
 housewares
 sporting goods

300-12 EAST COLORADO AV.
 PHONE MAINE 1847-1848

A continuous advertising program is the keystone of the store's business building program. These ads served to introduce the store, staff, new owners and policies to Colorado Springs.

Davis-Klunder
 hardware
 housewares
 sporting goods

300-12 EAST COLORADO AV.
 PHONE MAINE 1847-1848

hardware

- BASICS
- BLUM
- CARGO
- DEWALT
- DIBON
- DREMEL
- GOODYEAR
- INDUSTRO
- KELVINATOR
- MILLER FALLS
- MOTO-MOWER
- PEPSI-COLA
- PLUMB
- REED
- SHOPMASTER
- STANLEY
- TRUE TEMPER
- WILSON
- YALE

housewares

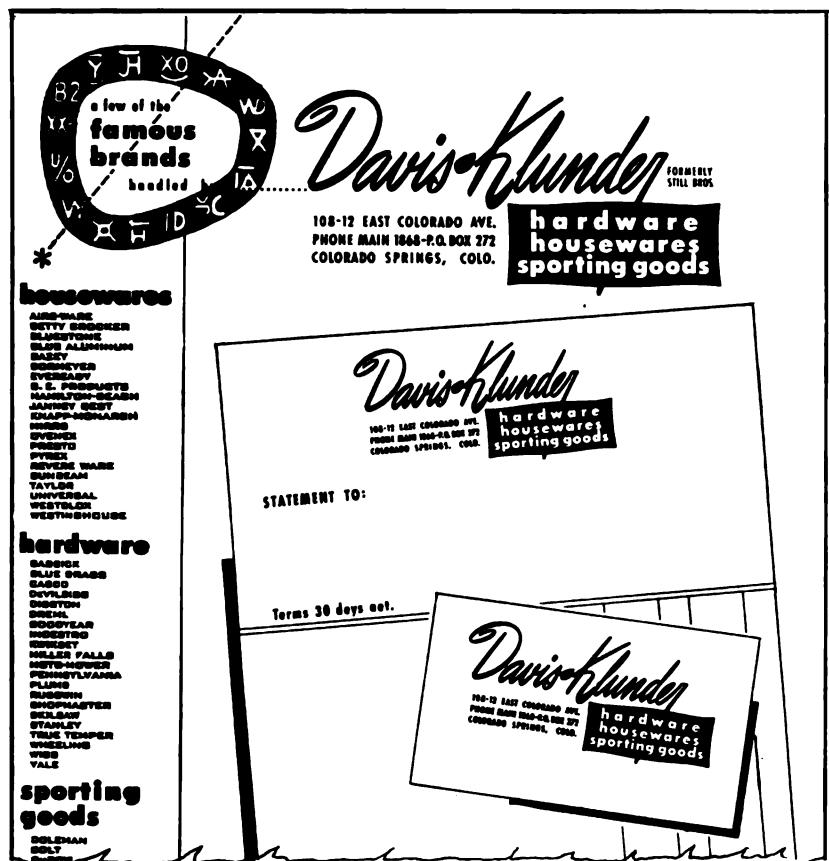
- AIR-WARE
- BETTY CROCKER
- BLUM
- CLUB ALUMINUM
- DAZIE
- DISNEY
- EVEREADY
- GE PRODUCTS
- HAMILTON WATCH
- JANNEY BEST
- KELVINATOR
- MIRRO
- MONARCH
- PRESTO
- PYREX
- REED
- SUNBEAM
- TAYLOR
- UNIVERSAL
- WESTCLINE
- WESTINGHOUSE

sporting goods

- COLEMAN
- COLT
- DUBON
- FLAMWOOD
- HUMPHREYS
- HY-TEST
- LANGLEY
- MARLIN
- MONTGOMERY
- PETERS
- PEPSI-COLA
- REMINGTON
- SAVAGE
- SEARS
- SOUTH BEND
- STEVENS
- WELLES
- WILSON KNIVES
- WHITE STAR
- WINCHESTER
- WRIGHT & MCIGILL

These Are The Men Who Will Serve You.

Don Davis, Harvey Klunder, Norman Jones, Dan Davis, Dick Klunder



All of the firm's stationery is given a "family" identity by repetition of the specially designed logotype and the use of color-green type on white-as shown by this letterhead, invoice and business card.

analysis of the expressed interest of all Open House visitors. This was published in a newspaper advertisement (see illustration on page 66).

Another promotional idea which the firm uses is to have its business stationery — letterheads, statements, business cards, etc. —by bearing the same design, establish the identity of the store in customers' minds. These designs were created by professional talent and give a family effect to the various pieces.

All feature a hand-lettered name plate which is a prominent item in all Davis-Klunder advertising. An interesting detail of the letterhead is a listing of some of the famous brands handled by the firm, topped by an attention-getting drawing of famous cattle-brands, an especially effective design in an area where cattle ranching is important.

A sound advertising and public relations move has been the participation by the firm's management in the life of the community. The partners joined such organizations as the Chamber

recently organized League "Sky-Sox" games. License sales for hunting and fishing are actively pursued as a business-builder.

Harvey Klunder, when asked the reason for the evident progress of the business during the relatively short period of the new management, pointed to "Policy, program and objective as the difference between a business that is going some place and one that is just going."

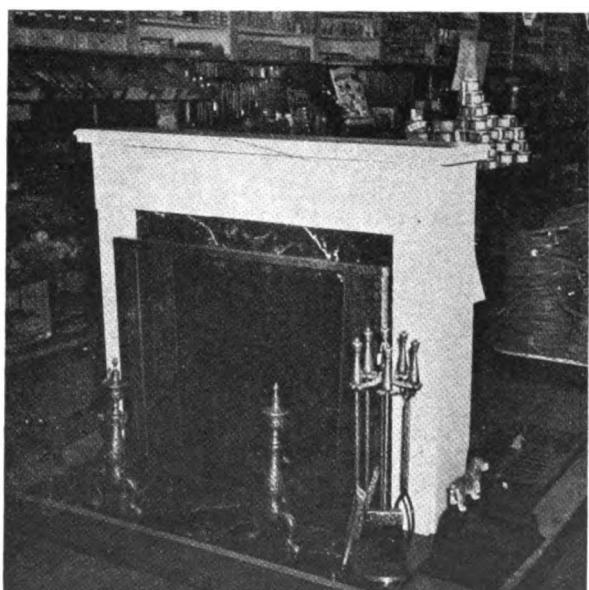
Continuing, he observed, "We chose our town, our business, and our location carefully, then set out to build a store to the requirements of these rather exacting standards. Too many small businesses, it seems to me, lack a basic policy and without one, they have neither personality nor permanence.

"We've tried in our short experience to provide all these basic needs and the overall increase in store volume of 33 pct with a hardware and housewares increase of 40 pct indicates that we are well on the way."

Harvey E. Klunder and M. Lawrence M. Davis are experienced businessmen. Mr. Klunder previously was in sales work for the Janette Mfg. Co. of Chicago, manufacturer of small special motors, motorized and motorless speed reducers. Mr. Davis' background was in research and the analytical end of merchandising —with the A. C. Nielsen Market Research Co. of Chicago.

Platform Display Boosted Sales of Fireplaces

When the Lawlor Hardware store, of Lincoln, Neb., installed a special platform for a fireplace and its accessories in the center aisle for all to see, sales were greatly increased. Thomas Vance, advertising and display manager, states that sales of complete fireplaces and their accessories were well promoted by the idea. The contrast of white and black helped attract the attention of the customers.



Steady Promotion Makes Paint the No. 1 Grosser

Anchor Hardware Co., in North Kansas City, Mo., educates customers in proper painting methods to stimulate sales of paint for interior decoration and furniture refinishing

THE paint department is now the No. 1 grosser and traffic builder for the Anchor Hardware Co., North Kansas City, Mo., but for a long while paint had been just a seasonal line which got a strong play only in the spring and fall. Because of the inclement weather of the winter months, which discouraged outside painting, paint sales would dwindle to a low point.

That has all changed now, for the management of this store has discovered new sales possibilities in paint and kindred merchandise for the slow winter months.

Why Winter Sales Increase

"One big reason why our over-the-counter paint sales have increased in the winter is because more of our customers are learning that it is fun to refinish furniture and do interior redecora-

tion of their homes during the cold months," says Thomas H. Haley, co-owner with his mother, Mrs. Leda Haley, in the firm which was established 22 years ago.

"There is a definite trend among urbanites in our populous trade territory to buy old and antique furniture and refinish it themselves," says Mr. Haley. "We have become paint headquarters for many of these householders mainly because we



More than half of the \$3,000 paint inventory is on conveniently arranged shelves. Accessories and painting sundries are handy for tie-in selling.

give them helpful and courteous attention and try to give them special instructions about their particular painting projects, regardless of whether their purchases amount to 15 cents or \$15.00.

"We try to instruct these amateur painters in how to remove old finishes, bleach, treat, stain and apply new finishes. They also return to us because they soon learn that we have an adequate stock to meet every need for doing this kind of work.

"This closely-knit community of 50,000 people," Mr. Haley finds, "is dotted with new homes, the majority of which have spacious basements where all types of refinishing work can be done in comfort during the cold weather months. There is no limit to the kind of items which these homeowners are learning to refinish — furniture, boats, automobiles, and garden furniture, to mention a few.

Aids Tie-in Selling

"This activity, which is becoming a hobby with more and more people, presents us with a ripe opportunity for suggestive, tie-in selling. Our average sales to these customers seldom dip below \$5 simply because we don't fail to suggest a scraper, thinner, putty knives, drop clothes, brushes, paint shields, and many other similar items to every paint buyer.

"Despite the fact that we always explain how to clean and care for brushes to all of these amateur daubers, many of them fail to heed the advice. About half of those to whom we sell paint and ask 'How is your brush?' will reply, 'Probably hard and caked; better give me a new one.'"

A primary requisite for successful paint merchandising is an adequate, well-rounded stock. This store sells its paint from a 20-ft. alcove, strategically located near the cash register. A customer frequently remembers that he needs a can of paint, or a brush, while waiting to have another purchase wrapped, or to receive change.

This store's paint inventory averages about \$3,000, with at least half of it on the display shelves. It is arranged by high



Tom Haley gives a customer information while he waits for paint to be mixed by the conditioner at lower left.

gloss, semi-gloss and oil base flat wall finishes. Sharply departmentalized sections are also provided for truck and implement enamels and for miscellaneous lines like varnish, stains, oil colors, aluminum paints, screen enamels, paste fillers, and sundries.

An average of 12 colors in each of the three finishes are stocked.

Sandwiched between the shelves of high gloss and flat finish paints is a section devoted to linseed oil, shellac, turpentine, creosote, thinners, lacquer and brush cleaning fluid.

"We go all out for over-the-counter sales," says Mr. Haley, "and don't encourage the business of painting contractors for two reasons: First, contractors are oftentimes hard to deal with because they believe their knowl-

edge of paints and their usage is infallible. If regular customers are exposed to their opinions the results can be detrimental. Secondly, they demand at least a 10 pct discount, a sizable chunk of our profit despite the fact that we bear the expense of advertising and promoting the line."

For years this Missouri firm has adhered rigidly to the policy of handling only one nationally known line of paints on an exclusive basis.

Builds Confidence

Mr. Haley says, "We believe this policy builds customer confidence. It ties our business solidly to a national brand and routes the brand's prestige to our store. We can be assured that there is no local competition for the business of the paint line



Threshold resistance has been cut down by this interesting store front.

we stock and promote. Stocking but one line eliminates the possibility of doubt and indecision in a paint prospect's mind. Every time we sell a can of paint which we know to be good we know we've added another satisfied customer—the best advertising obtainable."

In both personal contacts and in advertising the matter of quality is pointed up. Price is not emphasized unless the customer brings it up and then it is de-emphasized by turning the discussion to the nature of the product to spread smoothly and cover easily.

"We try to get people to do the job properly," says Mr. Haley. "Too many customers try to economize by dropping the undercoat. We demonstrate, as pointedly as possible, that this is an expensive policy in the long run.

"A small device, supplied by our paint manufacturer, is a helpful aid in demonstrating how various colors will look when matched."

A mechanical paint mixer is considered a key piece of equipment.

"The paint conditioner, costing less than \$100, pays for it-

self in a year in the extra sales it generates," states Mr. Haley. "While the paint customer is waiting for his paint to be thor-

oughly mixed, he may spot a putty knife that he needs, or his wife may take notice of a household item she wants."

Uses Close-to-Floor Area for Bin Type Displays

To attract attention to otherwise hard to use display space Martie Supply Store, Beatrice, Neb., uses bins, such as those illustrated for displaying dairy

supplies, galvanized ware and other bulky merchandise. This plan enables showing of groupings of different types as well as items of considerable bulk.



Merchandise shown in these bins caught the eyes of all passing customers.



Ray Paine, assistant store manager, center, explains a new sprayer to a customer at the left while Charles MacGillivray, newest member of the staff, picks up sales pointers.

Sales Training Pays Dividends

"**E**ACH man in our store shows as much interest in the business as if he owned it," says W. W. MacGillivray, owner of Carpenteria Hardware, located at 820 Linden Ave., Carpenteria, Cal.

One reason for this interest by employees in the hardware store in this community of about 3,000 persons is that Mr. MacGillivray pays his men a year-end bonus equal to one month's salary.

"I believe there is an even more important reason why my men show greater-than-average interest in the store," says Mr.

Each man in the store is able to conduct its entire operation including service work. Bonus payment plan benefit to all

MacGillivray. "I train every man to know all phases of the business.

"Each man can take over and run the complete store. Each man not only can sell, but install or service any item we sell. He can also make the daily report. Any of my men can check off receipts from the daily work sheet onto the ledger.

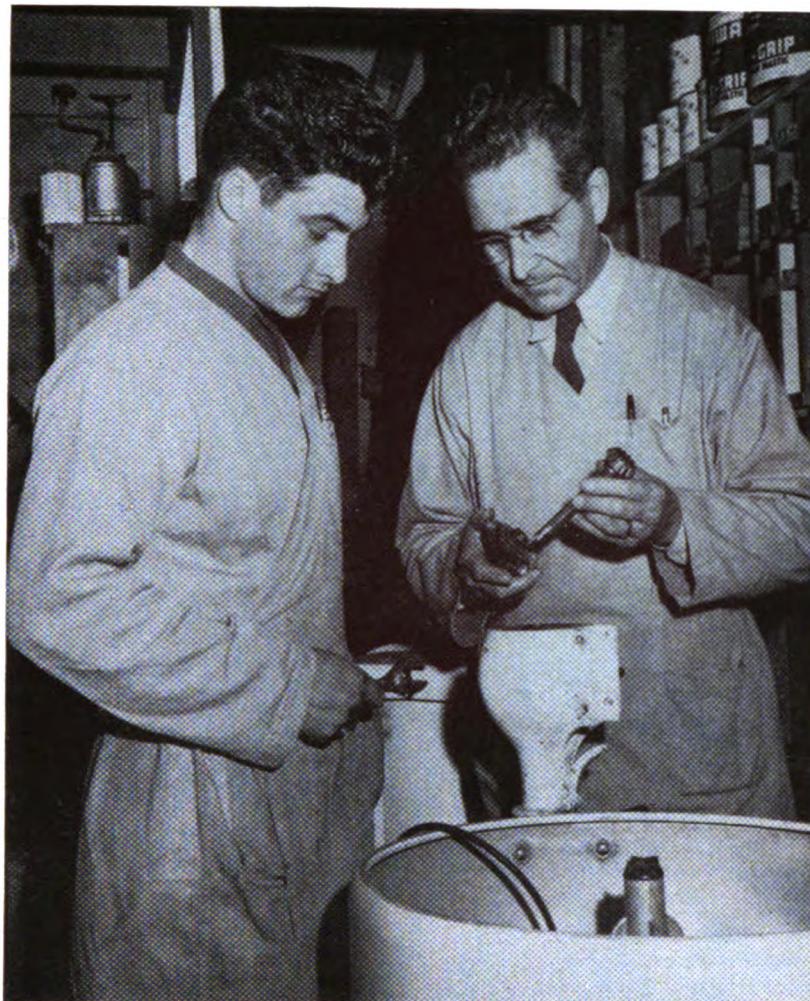
"As a result, our staff can sell more intelligently. And since they understand all phases of the

business, they naturally take a greater interest in it."

Two of the three salesmen on Mr. MacGillivray's staff help with buying, and the newest man also is learning.

Thus Ray Paine, assistant manager, buys paint, brushes and other paint accessories. Another salesman, Jack Rocha, takes care of fishing tackle and sporting goods ordering.

When the firm needs up-to-date information on installation,



Charles MacGillivray, left, learns by watching more experienced men of the firm. W. W. MacGillivray, his uncle and store owner, shows him how to repair a washer.

service or repairs of a shop tool, an appliance or any other specialized item, one man will attend a school session at the distributor's school. Either Mr. MacGillivray or a member of his staff goes to the nearest city, about 90 miles from Carpenteria.

The person who receives instructions from experts then comes back to the store and shares his information with his colleagues.

Here's the Method

Here's Mr. MacGillivray's method of training new staff members. A newcomer first does minor jobs in the store. He first concentrates on selling basic hardware items which are clearly price-marked.

The newcomer takes his turn reading trade magazines and sales aids.

"Each of us consider reading trade magazines as 'home work,'" says Mr. MacGillivray.

Mr. MacGillivray also holds informal sales meetings with his sales crew. A meeting is scheduled when some special problem needs to be discussed, or a special or seasonal campaign is planned.

"I ask newcomers to the staff to stick close to older staff members and watch their work," says Mr. MacGillivray. A newcomer is told to call on an experienced salesman when he has a customer for building hardware, an appliance or any other item which he doesn't understand fully as yet."

Learn By Helping

A new man learns about installations of appliances, for example, by first going along and helping with deliveries. He watches the older clerk do the job.

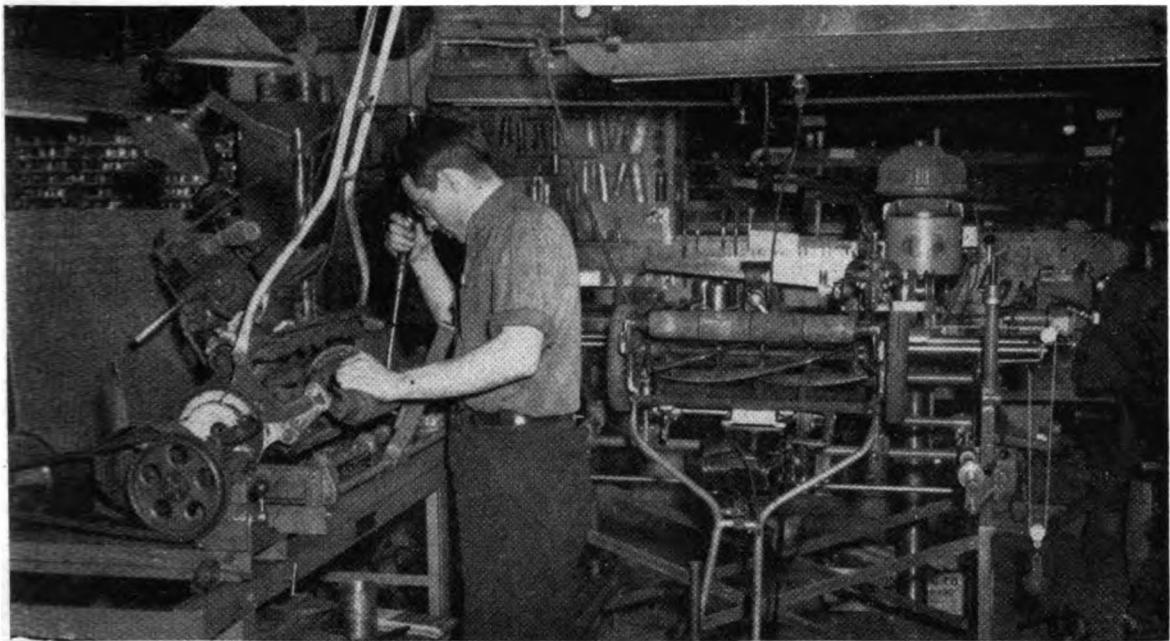
Similarly, the newcomer learns about repairs and service by watching old hands do it.

"First, we let a newcomer take an appliance apart," says Mr. MacGillivray. "A more experienced man does the repair job and the newcomer observes him. Next the new man will do a simple repair job. He can call on help if he needs it. Soon he learns to do any job."

That's the method that teaches every man to do every job at Carpenteria Hardware.



Charles MacGillivray, right, learns the fine points of selling a major appliance from Jack Rocha, an experienced sales clerk.



R. L. Capps repairs a lawn mower in the basement service shop of the store.

Lawn Mower Servicing Can Be Profitable

MORE than 2000 hand and power lawn mowers are sharpened and several thousand saws are filed annually in the big basement shop at Waterloo Hardware Co., 616 Lafayette St., Waterloo, Iowa.

Practically all the hand and power mowers are brought into the shop by owners, but about 60 pct of the saws serviced are shipped from Iowa, Nebraska and other states.

With such a heavy traffic from lawn mower and saw owners, Waterloo Hardware Co. has a fine opportunity to sell considerable new merchandise in these same fields. According to C. U. Chickering, owner of Waterloo Hardware Co., the service shop is an excellent means of providing leads for new sales.

The service shop is operated

(Continued on page 90)

Iowa dealer's service department profitably sharpens 2,000 mowers, plus several thousand saws annually and supplies leads for sales

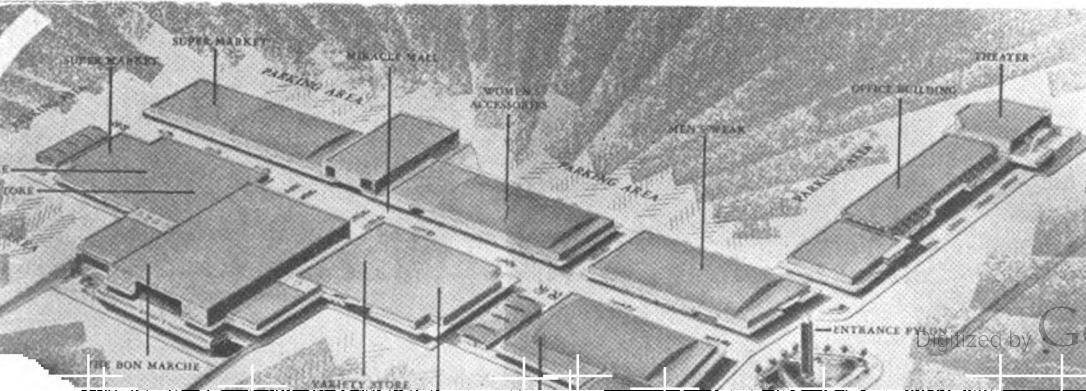


Mowers and saws, on which service work has been completed, awaiting pick-up.

Opening Day



East side of Ernst Hardware Co.'s branch No. 11 shortly after its opening and before a large neon name sign was installed. Located at Northgate, a new Seattle, Wash., shopping center, opening day drew 28,000 people. That day 14,000 pieces of a specially priced flatware were sold. On another day 4,000 azalea plants were sold out by 2 p.m. Similar promotions will be conducted regularly for the first several months.

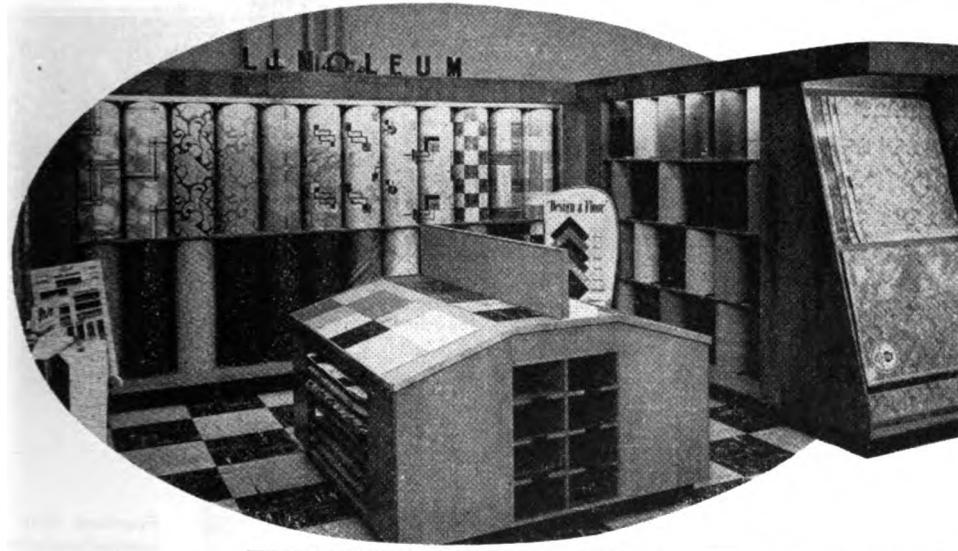


Here's the Northgate shopping area which is seven blocks long and four blocks wide. Arrow points to the location of the Ernst Hardware branch.

Draws 28,000 to New Store

Ernst Hardware Co's. store in new shopping center of Seattle has more than a quarter of a million people to sell to—has 14,000 sq. ft. of floor space to sell in and 192 linear feet of visual store front to sell with. Area can park 4,000 cars

An extra wide central aisle encourages the traffic to move about the 96 to 146-ft. establishment. Visual type display windows are at both ends of the store, providing 192 linear feet of window displays. It has a one-third basement for warehousing and receiving stock. Deliveries are handled through a special delivery tunnel.



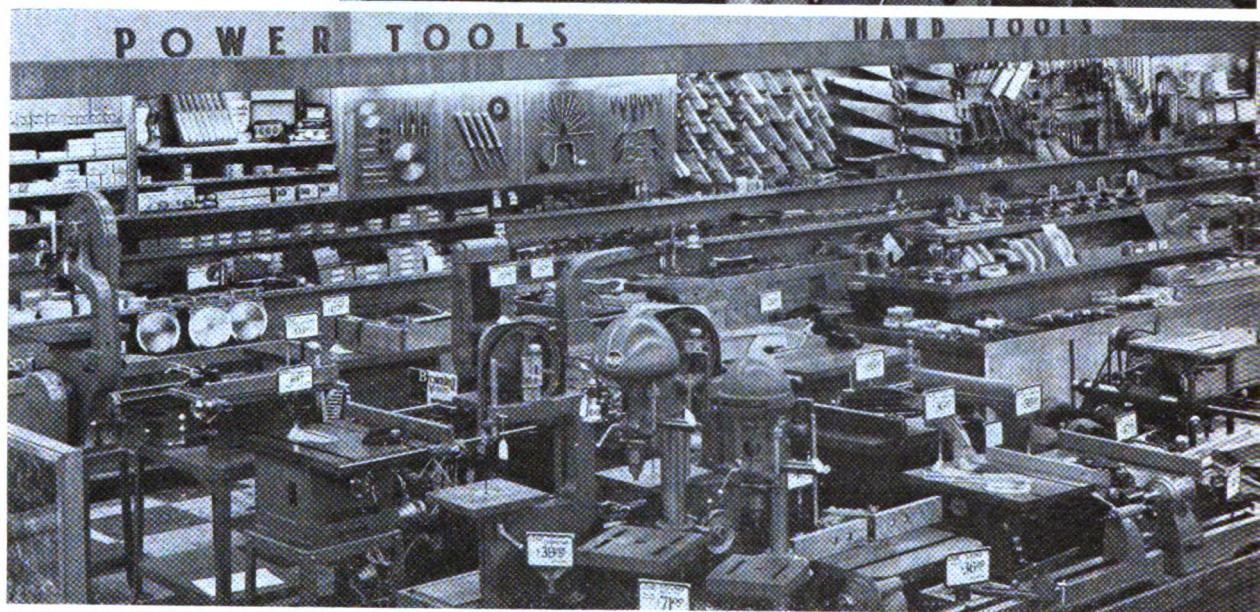
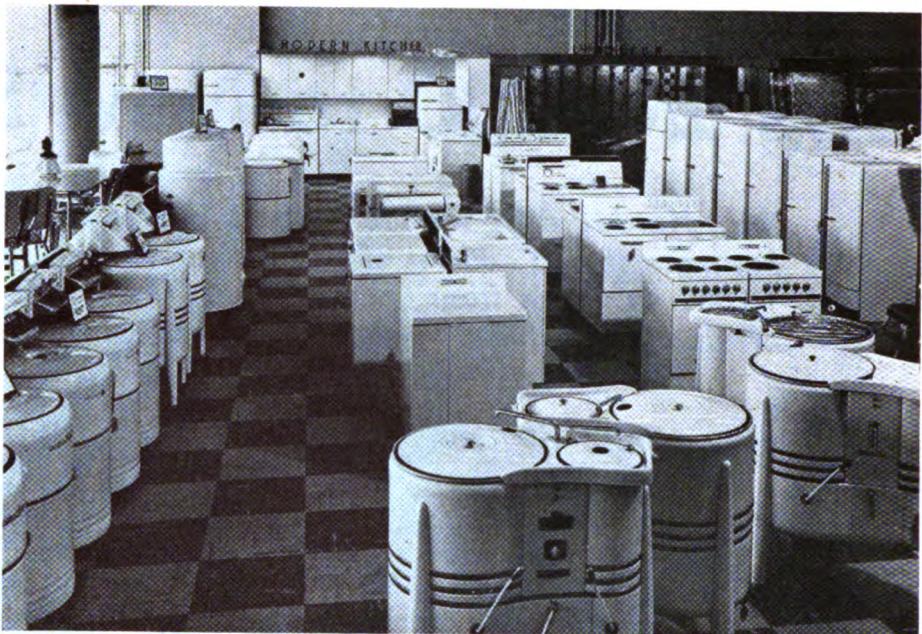
Typical of the displays is this one for floor coverings which is across from the hardware departments on the other side of the dividing aisle.

The store has two entrances. One is off a parking area, the other off the "Central Mall." This view illustrates how the self service fixtures have been arranged to cut down sales expense. Sales staff is able to handle as many as 1,000 customers in a two-hour shopping period in the evening.





A model kitchen serves as a demonstration unit for the models on display. One of the firm's service features is built around credit. A fast credit service enables the management to ascertain within half an hour whether or not the credit applicant is a good risk.



Thorough departmentalization heightens shopping convenience. One-half of the store is devoted to hardware and paints. On each side of the wide main aisle bisecting the store are 5-ft tables which contain special displays of items selected from the various departments as most appropriate for impulse selling.



Furniture lines are comprehensive, making this new Ernst branch a complete housefurnishings store. People come from points 30 miles distant to trade at the store. The evening shopping hours include two nights a week on which the store is open until 9.



Here is the attractive homemade display used at Hilltop Hardware

New Sporting Goods Display Boosts Sales 50%

Homemade display cabinet used at Hilltop Hardware, located at a good traffic point, brought a sharp increase in sales volume

AN increase in fishing and sporting goods sales of more than 50 pct at Hilltop Hardware, Columbus, Ohio, is attributed to a 12-ft display case designed and built by Charles Nell, part owner of the store.

This home-made cabinet was built after an extensive study of ready-built units. Not satisfied with any such units they saw, Nell and his partner, Ernest

Gibson, decided to build their own. The case illustrated on these pages is the result. The partners agree that since this new display was installed, sales of fishing and sporting goods have increased 50 pct.

Located at the entrance of the store where it catches the customer's eye, the cabinet is built of paneled and varnished knotty pine, with accent on complete interior illumination.

A unique feature is three "portholes" in the bottom of the cabinet. These are miniature show cases, well lighted, which feature the sport specialties of the week. The interior of the case is lined with dark green felt and all manner of small fishing equipment is displayed.

Directly behind the case is another of Nell's innovations. It is a board of cork, resembling a bulletin board, on which is stuck

a multi-colored variety of artificial bait. Reels are mounted on hooks to the side of the bait board, making it convenient for the customer to see what the store has to offer in his line.

The Hilltop Hardware has made sports equipment an all-important part of its store only after a careful check. They found many sports and conservation clubs flourishing in the area served by the store and a lack of stores offering complete sports lines. The decision to open a well stocked sports center was well made, for the partners real-

ize that a considerable percentage of their 800-name account list stems from sales of sporting goods.

Promotions outside the store are being given serious consideration by Charles Nell and Ernest Gibson. One idea is to have a casting exhibition in a small lake in the community's park. Although the youngsters would put on the show, it is certain that their fathers and other men, who are fishing enthusiasts, would also turn out to see the young lads in action. Sports fans of all types will turn out

to see events such as this even though they are not anglers.

Other items of equipment included in the Hilltop Hardware's sport center include a gleaming glass gun case, which is always kept locked, with indirect lighting. There is a wall display of all types of lanterns, flashlights, and outdoor grills and cooking equipment for camping expeditions. And of course for the younger sports-minded customers the store offers a variety of baseballs, gloves, footballs, helmets, basketballs, golf balls, and other types of sporting goods.

October Direct Mail Plan Sells Early Yuletide Shopping Idea

To the satisfaction of store owners and their customers, Christmas shopping last year got off to a real early start at the Escondido Hardware Co., 115 E. Grand Ave., Escondido, Cal., because of a direct mail approach. H. C. Fricke and J. W. Herman, proprietors of the store, started early in October to mail letters to persons having top credit ratings in their community of 8,000. One of the letters, reproduced on this page, invited these choice accounts to visit the store anytime in October or November to do their shopping then, making payment on Jan. 10, 1950.

Aids Estimating

The bulk of Escondido Hardware's Christmas business was done before very many of the other merchants in the town had even placed their holiday lines on display, enabling the store to really get the cream of local hardware store Yuletide trade. This plan also enabled the firm to check its stock in early November for a good estimate as to what would be needed for the final rush of late holiday shoppers.

Says a member of the firm, "The response was excellent. People came in and bought small appliances, tools and numerous other items. Many came in even before we had our toy lines on display, asking that we 'phone them when playthings were displayed."

Before embarking on the plan

the partners consulted with local bankers, who not only endorsed the idea, but offered to finance

the plan, should extra cash be needed to carry the idea to completion.

PLUMBING SUPPLIES
HARDWARE

GENERAL ELECTRIC
Appliances

PITTSBURGH PAINTS
HOUSEWARES

ESCONDIDO HARDWARE CO.

H. C. FRICKE J. W. HERMAN

115 East Grand Avenue
Escondido, California
Telephone 334

Dear Customer:

Wouldn't it be a wonderful feeling to have all your Christmas shopping completed early and still not feel the pinch of the heavy drain on your pocketbook?

As an added service to our preferred customers, we are initiating a plan whereby you select your gifts NOW and defer paying for them until after Christmas. Yes, you may pick out the gifts of your choice, take them home with you, then wait until after Christmas to settle your account.

Imagine the pleasure of Christmas month knowing that your gifts are selected and ready for giving. Imagine shopping peacefully in normal store routine with adequate, friendly sales assistance and with out the press of time... That is the service we are offering for your convenience.

We hope that you will feel the satisfaction of such a plan. May we assist you with your Christmas shopping during the months of October and November?

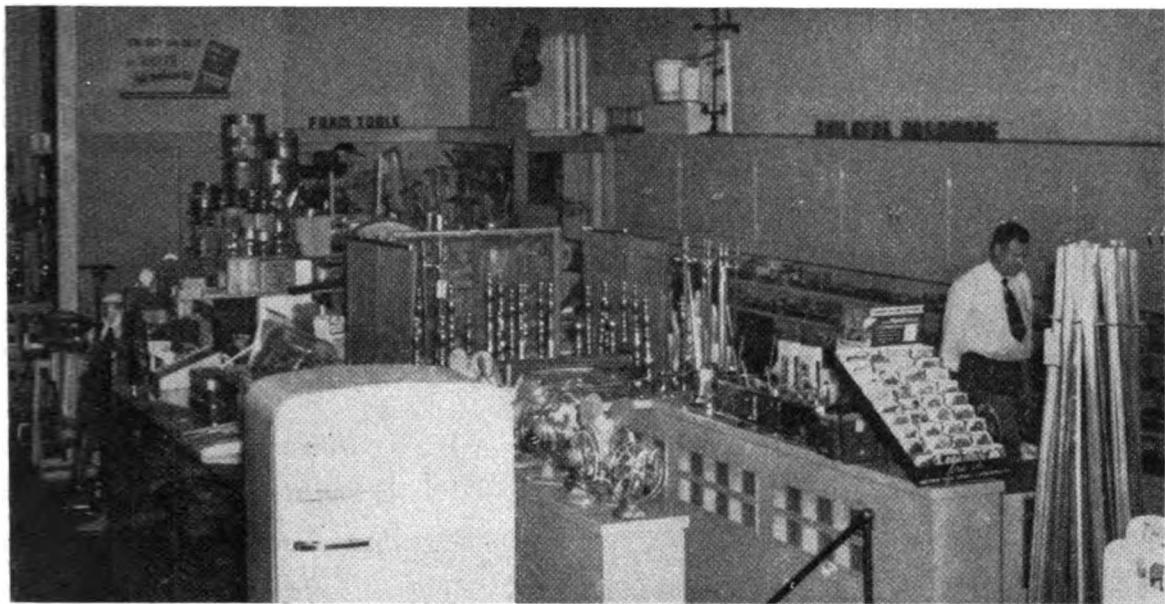
With best wishes for the coming season,
we remain,

Yours very truly,
ESCONDIDO HARDWARE


JOHN HERMAN

P.S.-Please bring this letter with you at time of your purchase, so your account will be marked for January 10th payment.

Letters like this urged good charge account customers to avail themselves of the opportunity to shop early, with emphasis on October and November, with the privilege of payment in January. Regular letterheads were used and each letter bore the signature of one of the partners.



The ledge around the stairway to the basement is used to show in compact but neat arrangement samples of the firm's screens, andirons and fireplace sets.

\$700 a Month in Fireplace Fixtures

That's the experience at White's where they display fireplace equipment during every month of the year

ALTHOUGH not accorded the most prominent space in the display room of White Hardware Co. of Boise, 731 Main St., Boise, Idaho, fireplace equipment makes the cash register ring to the tune of an average of \$700 a month — the year 'round. And there are often months in which this equipment sells at an even more accelerated pace. It is not unusual for a person buying a fireplace screen or curtain, andirons and other accessories to spend in excess of

\$65. Thus this equipment is a major item of sale for White's. And the best part of all is that most of these sales are on a cash or open account basis, although time payments have been permitted, in some instances.

Fireplace equipment is a year 'round line because it is displayed on that basis, always having some display attention around the ornate staircase leading to the store's storage basement. Says George R. White, manager, "Since we carry one

of the largest stocks of fireplace screens, curtains, andirons and fireplace sets for miles around, we do considerable volume in these wares, with people who previously looked in other stores handling this equipment. In fact, we do fireplace business with people living quite some distance from Boise, with its population of 50,000 and trading area of about 125,000.

"Recently a woman, living 35 miles out of Boise, bought \$65.00 worth of fireplace equipment, including a screen, fireplace set and andirons. Several of her friends admired these fireplace furnishings so much that they drove into Boise especially to place orders for like equipment."

The year 'round display, pictured on this page, and an occasional plug on a radio spot announcement keep the story of fireplace equipment active in the minds of many people. Pleased customers carry the story into their friends' home as well.

Two complete lines of fireplace goods are merchandised, including fireplace curtains at \$40.00 and more, with extra volume and profits in the installation charges. At present White's are selling most of their fireplace screens in the \$28.00 and up class, andirons at \$15.95 and more and fireplace sets at around \$22.50. There's real profit in these combination decorative and protective housefurnishings items.

Shopping Center Spurs



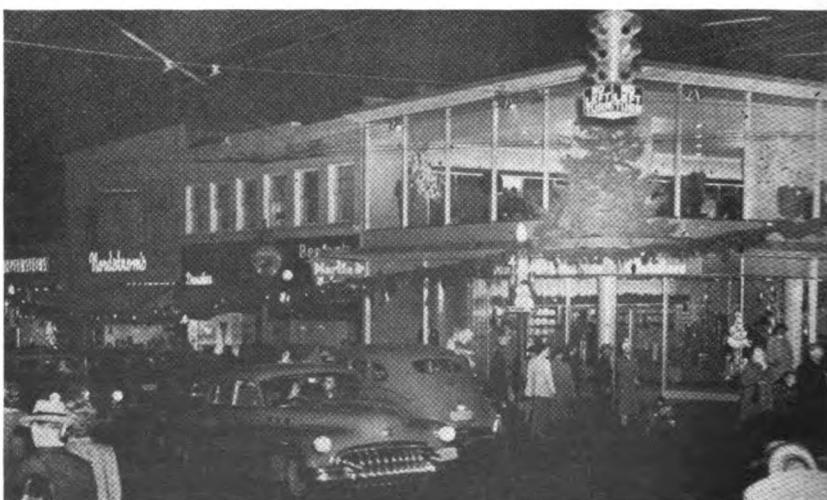
Closeup by day of one of the street lights showing how poles are used to suggest giant candles with a large Santa head on the supporting disk. Candles were lighted at night.

MOST spectacular of all seasonal promotions of University District merchants of Seattle, Wash., is the Christmas community promotional pro-

Actively promoting the wares and services of its members, University District merchants in Seattle, Wash., use everything but direct mail to get shoppers to patronize its 300 stores and services at Yuletide

Right—Night scene, Nov. 17, 1949, when the Christmas season was officially opened. Shoppers afoot and in cars give the street festoons and the lights the "once over."

gram. Astutely, the group concentrates over one-fourth of its entire promotional budget (not counting parking lot expenditures) on this most sales-productive period of the entire year.



Christmas Buying



To make certain that they have an adequate Christmas budget which will not interfere with other district promotion activities, the Commercial Club finances this part of its program separately. The assessment for this phase of the program is made on a basis of front footage occupied by each store owner. The quota for the group's total yearly Christmas expenditure is set at approximately \$6,000, a sum which has been raised without difficulty for each of the past several seasons.

Advertising

Virtually every medium of advertising (with the exception of direct mail) is employed to good effect in the Christmas promotion. In addition, there are exceptionally attractive street decorations, a district Santa Claus, fireworks, and Christmas music.

Official opening of the Christmas season last year took place on Thursday evening, November 17, at 7:00 p. m. Advance promotion of the opening included station breaks on two leading Seattle radio stations on Tuesday, Wednesday, and Thursday, and a front page box and publicity stories in the *University District Herald*, the *University of Washington Daily* and the *Seattle Times*.

The Ceremony

The ceremony was opened by firing of three "bombs" by a local fireworks company at 7:00 p. m., at which time also 19 switches turned on the Christmas decoration lights. A well-known Seattle radio commentator served as master of ceremonies, interviewing the



Large community Christmas tree at corner of the Post Office.



At the Hotel Meany, Santa Claus poses with two children on his lap while a photographer takes their picture as part of the holiday promotional plan.

president of the Commercial Club, various community leaders, and Santa Claus. This program was recorded and broadcast over a Seattle radio station the following evening. Throughout the evening, a sound wagon broadcasting Christmas music toured the District.

Street decorations consisted of evergreen strings, hung between the street light fixtures.

A liberal assortment of colored Christmas lights illuminated the greens in the evening. A number of varicolored toys outlined in neon were also suspended from the garlands at various points. Light globes on all street lighting fixtures were replaced by three large illuminated plastic candles, supplemented by a large plastic Santa's head at the more prominent locations. A

large Christmas tree at the Post Office corner at E. 43rd St. offered another brilliantly lighted spectacle.

From Dec. 3 until Christmas, the district Santa Claus was stationed in a wing of the Hotel Meany's lobby, in the corner of which was placed a decorated "family size" Christmas tree. He interviewed the children, to each of whom he gave a small gift. Photographic service was also provided for parents who wished a picture of their children with Santa.

Stores remained open as usual every Thursday evening until December 15. At that date, they stayed open every evening until December 23.

Music a Feature

Another feature of the season was the playing by the University of Washington chimes of Christmas carols and other favorites. Music was played every afternoon and evening during the holiday shopping season. Groups of carolers likewise sang throughout the District at various times.

Christmas outdoor advertising copy went up on 11 billboards on Nov. 25, for a one-month showing. Boards showed a striking illustration of Santa with the inscription, "Shop in the Uni-

(Continued on page 90)

We Light
the Candles
Tonight!

Come over to the "Avenue"

★ The District complete in traditional Christmas decorations!

★ Stores all open!

★ Dick Kepplinger broadcasts on the "Avenue" at 7 p.m.!

The UNIVERSITY DISTRICT

★ 300 STORES AND SERVICES ★

2 Hours Free Parking • Meany Lot



W. E. PETERSON
New president of ASAHC



FRANKLIN C. SCHLITT
New president of NCHA

Builders' Hardware Convention

National convention and exposition attracts 2,200 contractors, consultants, manufacturers and architects to St. Louis meeting for discussions of war effects and future trends

program was also offered members and guests attending the convention.

Executives of the two groups reported a continuing growth in the membership of both the Society and the Association, and a wider appreciation of the important contributions the two groups were making to the builders' hardware industry.

The ASAHC announced that its members had voted to amend its by-laws to include a code of ethics which must be subscribed to by its members. This code is presented in its entirety elsewhere in this report.

Speakers at the various sessions emphasized that prospects for the future were controlled by the international situation

and hence difficult to predict. A worsening of the Korean situation would unquestionably bring tight controls over materials and construction activity and consequently a restriction in activity in the builders' hardware industry.

While such restrictions would severely curtail residential building, conditions would still require a rather substantial amount of activity in industrial buildings, hospitals, schools and other public buildings.

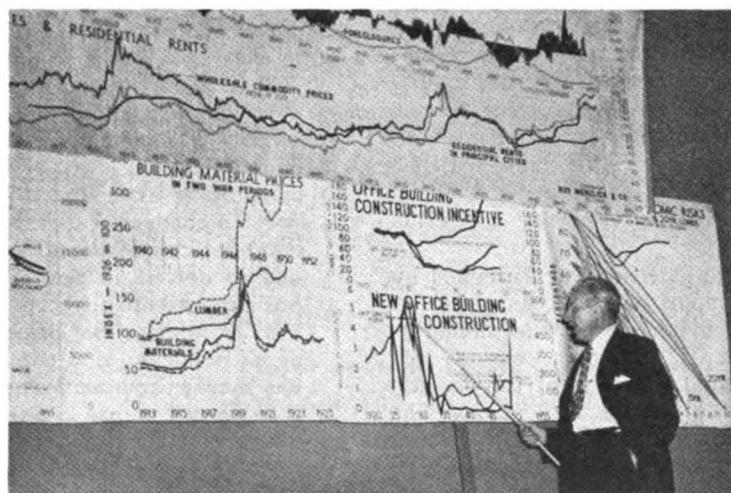
The long term prospects, after controls are removed, were felt to be unusually good. Some shifting of markets would be likely, it was said, but total needs of builders' hardware would probably be higher than

THE national convention and exposition of the builders' hardware industry was held in St. Louis on Sept. 18 to 21 in an atmosphere of tempered optimism over business prospects for the near future.

This annual meeting of the National Contract Hardware Assn. and the American Society of Architectural Hardware Consultants attracted a registration of more than 2200 persons and featured some 80 exhibits of builders' hardware supplies in the Kiehl auditorium.

The pace for the 4-day meeting was set by St. Louis' Mayor Joseph M. Darst, who set the week aside as "Builders' Hardware Week." In his proclamation, the mayor stressed the services of the industry in alleviating the housing shortage in St. Louis and its important contributions to the business and industrial life of the community.

Business sessions of the convention were held each morning, while the exhibits were open each afternoon. An unusually interesting and complete social



Roy Wenzlick, the principal speaker at one of the NCHA meetings, used informative charts to highlight his discussion of the outlook for the builders' hardware industry.



The popular quiz session was presided over by I. Stauffer Eshleman (see insert at left), while the panel of experts included, left to right, J. A. Zehnacker, Martin Keatts, N. F. Barber, John Worner, Sr., and T. J. Finan.



current demands. Further expansion of prefabricated units for the residential market was generally felt to be inevitable.

With respect to controls, it was the consensus that restrictions would not be seriously applied until after the elections, and that shortages of material would not be seriously felt until after Christmas.

An indication of the trend of events was the announcement made during the convention by a large manufacturer of builders' hardware that some small production items were being discontinued in the interests of better utilization of materials and manpower.

Elections held during the convention saw Franklin C. Schlitt, Schlitt Hardware Co., Springfield, elected president of the National Contract Hardware Assn. W. E. Peterson, Shapleigh Hardware Co., St. Louis, was chosen to head the American Society of Architectural Hardware Consultants. Other officers elected at the convention are listed elsewhere in this report.

The meeting was saddened by the report of the recent death of two members of the industry. John H. Freeman, one of the original founders of the society, died in Detroit on Sept. 20. The second death reported during the meeting was that of F. W. Posey, president, Walter Tips Co.

The principal speaker at Wednesday's sessions was Roy

recent survey of the building trade showed that most builders expect at least a 50 pct drop in residential building due to credit curbs.

Mr. Wenzlick expects the government to adjust credit controls, if necessary, to prevent too sharp a shrinkage in building.

Touching on the future prospects of the builders' hardware industry, in a peacetime era, Mr. Wenzlick was optimistic, particularly concerning hardware going into large buildings. The speaker said he expects to see more office buildings built in the future. And school population, war or no war, continues to rise sharply and will require an extensive building program to provide adequate accommodations for the youngsters, he said. The increase in high school population alone in the coming year will be about 25 pct.

The speaker also predicted an increase in hospital and some other public buildings, but he said he thought that the peak in industrial building has probably passed and the future would not show any important gains in this field.

The highlight of the Thursday morning meeting was a quiz

(Continued on page 145)

Code of Ethics

of the

American Society of Architectural Hardware Consultants
(Adopted at 1950 convention held in St. Louis, Sept. 18-21)

That the dignity of his chosen profession may be perpetuated it is the duty of every member of the American Society of Architectural Hardware Consultants:

1) To pursue his professional work in a spirit of fairness to employer and employee, with fidelity to architect, to contractor and to client and with high ideals of personal honor.

2) To properly and impartially analyze hardware specifications their various requirements and proper function of all items involved. In transposing the items specified, the hardware consultant shall use every precaution in selecting products which are comparable as to size, weight, function and durability.

3) To conduct himself in a dignified manner; to avoid using any improper or questionable methods of soliciting professional work and to decline to pay or accept remuneration for such incompatible patronage.

4) To refrain from associating himself with or allowing the use of his name by, any enterprise of questionable character, or in any manner countenancing misrepresentation.

5) To co-operate in advancing the best interest of the builders hardware industry by interchange of general information and experience with his fellow consultants.

6) To encourage and promote loyalty for his profession and interest himself in the public welfare, always ready to apply his special knowledge, skill and training for the use and betterment of his profession.

The Round trademark will boost your sales!

Complete line... Recognized top quality... Strong sales support

The ROUND trademark means more chain volume for YOU . . . more customers, steady repeat business, greater customer satisfaction and higher profits.

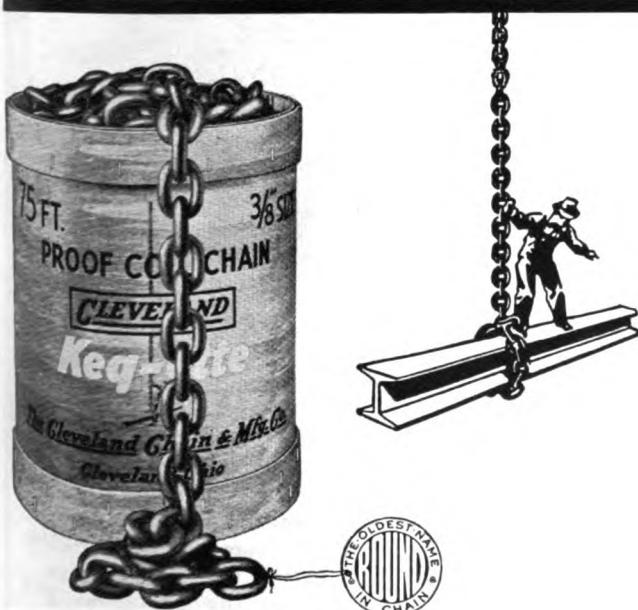
You profit because your customers can meet *all* their chain needs from one single source—you! ROUND makes chain of every type . . . Proof Coil, Brass Safety, Double Jack . . . a hundred other kinds from small links used in precision instruments to massive anchor chain.

ROUND has stood for top quality in chain since 1869. Your customers know and trust the ROUND name.

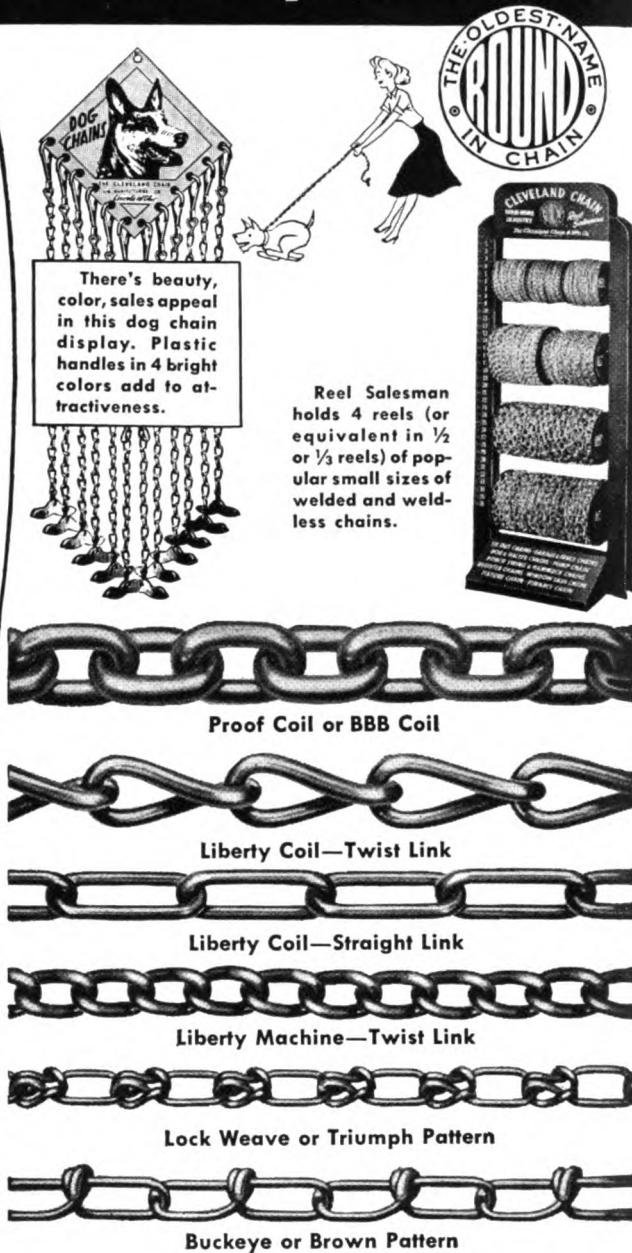
Six large plants with warehouses in principal cities guarantee that your requirements will be filled promptly and efficiently.

Continuous ROUND trade and national advertising, modern packaging, a full assortment of selling aids—plus planned sales promotion—help you get more orders, faster.

Cash in on these ROUND sales advantages: (1) Complete Line (2) ROUND Quality (3) Sales Support. They're real profit boosters! A-3290



Kegs are ideal for store display . . . boost sales . . . are easy to stock. Each contains one of following quantities of Proof Coil or BBB Coil Chain (self colored or hot galvanized): 250 ft., $\frac{3}{4}$ "; 150 ft., $\frac{1}{2}$ "; 100 ft., $\frac{3}{8}$ "; 75 ft., $\frac{3}{8}$ ".



CLEVELAND CHAIN

The Cleveland Chain & Mfg. Co.

Cleveland 5, Ohio

ROUND Associate Chain Companies

The Bridgeport Chain & Mfg. Co., Bridgeport, Conn. • The Cleveland Chain & Mfg. Co., Cleveland, Ohio • Round California Chain Co., So. San Francisco and Los Angeles, Cal. • The Round Chain & Mfg. Co., Chicago, Ill. • Seattle Chain & Mfg. Co., Seattle, Wash. • The Southern Chain & Mfg. Co., Birmingham, Ala. • Woodhouse Chain Works, Trenton, N. J.



This Article Tells You—

Who is covered by the new law

How much the new tax will be

How much pension you will get

What benefits your wife will get

How other pension plans are affected

New Social Security Act Covers Hardware Dealers

BEGINNING January 1 of next year, hardware store proprietors will be covered by the Social Security Act. They will have to pay a Social Security tax on their incomes, and they and their dependents will become eligible for old age and survivor's benefits.

For the years 1951, 1952 and 1953, the tax will be $2\frac{1}{4}$ pct of the first \$3,600 of net earnings from self-employment. For those who generally make more than \$3,600 per year, and this includes most established business proprietors, the tax would amount to \$81 a year for the first three years. This tax will be payable together with the individual's final income tax return. The first payment will thus be due by March 15, 1952.

For the following six years, the tax is scheduled to go to 3 pct, or a maximum of \$108 a year. Thereafter the law calls for further increases up to $4\frac{1}{2}$ pct by 1970. However, these higher rates may never become effective. Formerly, the Social Security Act also provided a series of tax rate increases. But, practically every time one was

due, Congress stepped in and postponed it.

The original Social Security Act was designed to benefit employees exclusively. Nevertheless, some businessmen valued its benefits so highly that they incorporated their businesses in order to assume the status of employees and thereby be covered by the law. For them the tax was and continues to be a total of 3 pct.

Under this new provision, persons who operate their own business, either individually or in partnerships, will receive the same benefits but their tax will be one-fourth less—only $2\frac{1}{4}$ pct.

How Large a Pension?

This is what the self-employed businessman will get for his money. If he retires at age 65 or thereafter, he will be entitled to a monthly pension for the rest of his life, equal to 50 pct of the first \$100 of his average monthly taxable earnings plus 15 pct of the next \$200. The law calls this amount his "primary insurance amount."

For the businessman who makes at least \$3,600 each year, his pension will amount to \$80 a month. In addition, his wife will also be entitled to a monthly pension at age 65 for the rest of her life. This will be equal to

By S. HERBERT UNTERBERGER

*Director of Research,
Labor Relations Information
Bureau,
Washington, D. C.*



S. HERBERT UNTERBERGER

half her husband's "primary insurance amount," or an additional \$40 a month. If her husband dies, she will receive three-fourths of his "primary insurance amount" or \$60 a month as long as she remains unmarried.

To qualify for this Old-Age Insurance at the age of 65, a self-employed businessman must be covered for at least six calendar quarters. A person who begins to be covered on January 1, 1950, could, at the earliest, begin

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Labor Relations Information Bureau,
Washington, D. C.*

THE Handy NEW WAY TO BUY ROPE!



Handy Coils

Now you can buy top grade Manila rope in small coils—and in packages! This innovation provides a new convenience in stocking and handling your rope requirements. The boxes protect the rope against soiling and damage . . . keep stock orderly and simplify inventory. The small coils sell themselves—make it easy for customers to select the length of rope they need.



Handy Coils are 100 foot coils of "American Brand" Pure Manila Rope packed in boxes of uniform size. Each box contains approximately 15 pounds of rope . . . two coils of 1/2-inch . . . four coils of 3/8-inch . . . five coils of 5/16-inch, or seven coils of 1/4-inch. Coils of each size are connected, so that the entire package may be used in one piece.

You will find the Handy Coil Package extremely practical—a time saver and profit builder. Write for complete information.

American Manufacturing Co.
Noble & West Sts., Brooklyn 22, N. Y.

Please send me complete information
about Handy Coils. HA-10

Name _____

Company _____

Address _____

City _____ State _____

AMERICAN MANUFACTURING COMPANY
BROOKLYN 22, N. Y.

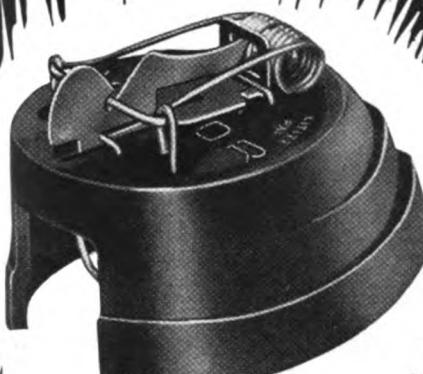
ROPE • TWINE • OAKUM • PACKING • ELECTRICAL AND CARPET YARNS

Branch Factory: St. Louis Cordage Mills, St. Louis 4, Mo.

Sales Offices: BOSTON • CHICAGO • HOUSTON • NEW ORLEANS • PHILADELPHIA
SAN FRANCISCO

let

“little champ”



Actual Size

win business
for you

This improved "little champ" plastic mouse trap with its new Auto-Set mechanism is easy to bait . . . safe to set . . . quick to release . . . and easy to sell!

Graceful, modern design by Sakier gives it unusual sales appeal.

Smooth, plastic body is easy to keep clean—ideal for catching mice in cupboards and drawers.

Auto-Set mechanism is simple and safe to operate. Bait is squeezed into pedal, bow depressed with hand or foot and "little champ" is ready for action.

Easy to empty—just depress the bow and mouse falls out.

The "little champ" one-hole choker trap is packed 2-dozen in a new and amusing grandfather's clock counter display. Order from your jobber now!

ANIMAL TRAP COMPANY OF AMERICA
LITITZ, PA. PASCAGOULA, MISS.

Are You Covered By the New Social Security Act?

The new Social Security Act covers all "Business Proprietors." Almost without exception, owners of unincorporated hardware stores are the kind of business proprietors embraced by the new law. In most cases, partners, and even non-working partners, will be covered.

The Social Security Act defines earnings from self employment and partnerships the same way they are defined in the Internal Revenue Code.

Thus, a person who is an individual proprietor of, or partner in, a hardware store, will have to pay a Social Security tax if he pays on income tax on his earnings from that store, and he will, thereby, be covered by the Social Security Act.

to receive benefits for the period beginning July 1, 1951.

Let us see how this works out for a typical hardware business proprietor.

Suppose he is 40 years old when he is first covered by the law on January 1, 1950, and his wife is 38 years old. If he continues to earn at least \$3,600 each year, by the time he is 65 and ready to retire he will have paid in Social Security taxes between \$2,025 and \$3,429, depending on whether the tax rate rises and how rapidly it rises.

Dollar Value of Pension

According to the mortality tables generally used when calculating the cost of pensions, a man age 65 is likely to live approximately 14 years and 5 months, or 173 months. If he retires at 65 he will be able to draw a total of \$13,840 in pensions. His wife at age 65 is likely to live approximately 17 years and 7 months, or 211 months. She doesn't get to be 65 until two years later. At that time she begins to draw \$40 a month for 149 months during her husband's life and then she draws \$60 a month for the remaining 62 months of her lifetime. This amounts to a total of \$9,680. Between the two of them, this typical couple would draw a total of \$23,520 in benefits. Of special importance to businessmen is the fact that these pensions are all tax free.

Without affecting his pension the retired businessman may earn up to \$600 a year from employment or self-employment

covered by the law and he may continue to receive unlimited income from his investments. Furthermore, earnings from employments not covered by the law, such as farming or practising a licensed profession, will not interfere with this pension.

General Taxes Pay Part

So far, coverage by the Social Security Act for business proprietors seems to be a good deal. At a lower tax rate, they get the same benefits as their corporate counterparts. It appears that they receive back in benefits much more than they pay in Social Security taxes. As a matter of fact, if a 40 year old businessman were to buy an annuity from an insurance company which would provide him with approximately the same benefits, it would cost him several times as much as the Social Security tax. To secure an equivalent income from investment, it would have been necessary for him to save over \$50,000.

How is it possible to pay in between \$2,000 and \$4,000 and to get back over \$20,000? Part of the answer is that not everyone will live to collect his pension. Fewer than three out of four persons between the ages of 38 and 40 live to be 65. Another part of the answer is that the money paid in is invested in government bonds at compound interest. A third part of the answer is that not everyone who is eligible will retire at 65. Insofar as they retire later, the amount paid out in pensions will be much less. Some individuals may never

(Continued on page 102)



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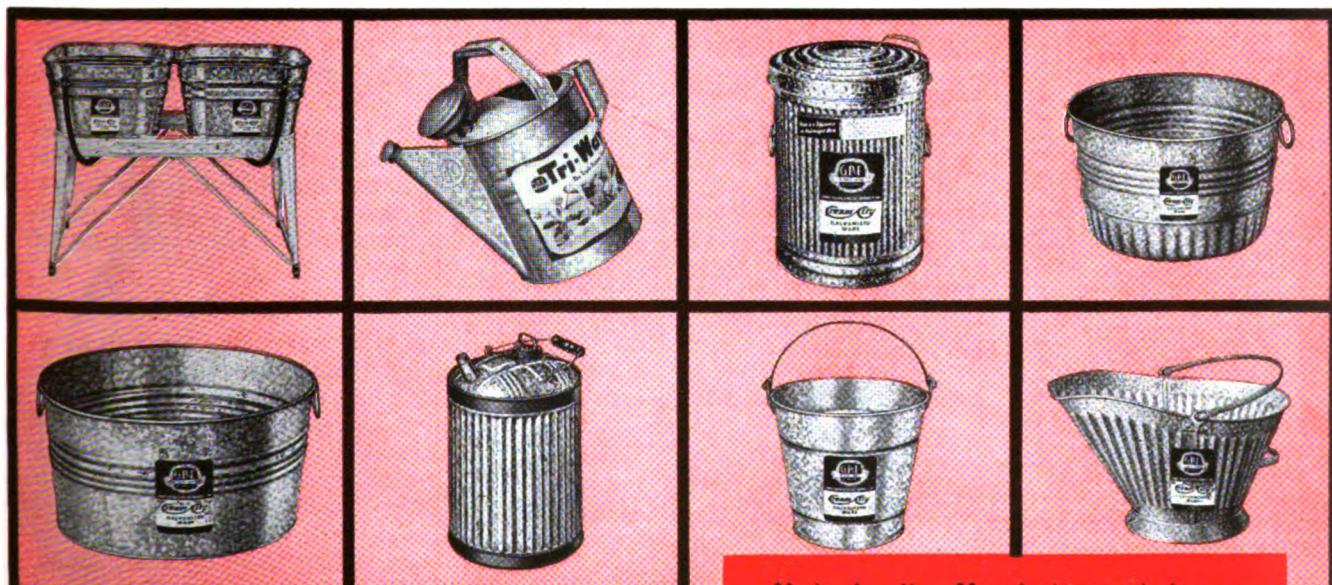
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Shopping Center Spurs Christmas Buying

(Continued from page 82)

versity District for a Merrier Christmas." Also featured on the copy were "Free Parking" and "Open Thursday Evenings."

Good Results

The promotion showed the anticipated good results in a substantial influx of shopping traffic into the District. It also proved once again the benefit to the individual merchant of the Commercial Club's co-operative merchandising activities. An outline of the year 'round program of the group was outlined in the March 23, 1950, issue of HARDWARE AGE in an article beginning on p. 120 under the title, "This Shopping Area Solved Its Problems."

Lawn Mower Servicing Can Be Profitable

(Continued from page 73)

by O. C. Capps and his son, R. L. Capps. The shop is well equipped with lawn mower repair machinery. Special automatic saw filing machines are also used to increase production, lower costs and to secure increased efficiency.

"The average hand mower repair runs from \$5 to \$15," according to R. L. Capps, "while power mower repairs are higher. Saw service is from 75¢ up, depending on size and type of saw."

Repeat Business

Customers like the service so well that a large number of them bring their saws and mowers back year after year. Mr. Capps and his son try to get many homeowners to bring in their lawn mowers for service in the fall and winter season, instead of letting them go until spring. This idea has paid off very well in recent years. It enables the shop to handle more work per year and gives customers sharp mowers without any undue waiting when the cutting season begins. Saws are sent to the shop by homeowners, farmers, contractors and builders.



Betty Crocker has a way with men customers, too!

Everybody knows the tremendous influence Betty Crocker has on women's buying habits. Every year on her recommendation U. S. women buy millions of General Mills products—General Mills Appliances included, of course! Now in this appealing Christmas ad, Betty Crocker will prove she has a way with the men (as well as the women looking over their shoulders) when it comes to selling them on completely modern General Mills Appliances. So look for lots of men among the record number of gift-shoppers asking you for "the appliances sponsored by Betty Crocker."

YOUR CUSTOMERS WILL READ THIS AD IN LEADING PUBLICATIONS:

- Nov. 26 *American Weekly*
—right on page 3!
- Nov. 25 *Sat. Eve. POST*
—BACK COVER!
- In the December issue of
the *Woman's Home Companion* and leading farm
magazines.

They'll hear about it on:

- Betty Crocker's daily ra-
dio program.

See it brought to life on:

- Betty Crocker's sensa-
tional new television
program.



Betty Crocker is a trade name of General Mills, Inc.



GENERAL MILLS HOME APPLIANCES, 1620 Central Avenue, Minneapolis, Minn.

HARDWARE AGE, OCTOBER 5, 1950

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1950 Federal Migratory Game

The seasons shown here include both the opening and closing dates (both dates inclusive) and are the periods when migratory game birds may be taken without violating Federal regulations. These seasons may be shortened by State law or regulation. Communicate with State game departments for the latest orders. This information presented by HARDWARE AGE is from data of the Fish & Wildlife Service, U. S. Department of the Interior, Washington, D. C. This chart indicates only seasons for species protected by Federal law. For other species, refer to State regulations.

Atlantic Flyway States

Seasons in: ⁴	Ducks, Geese and Coot (except Snow Geese)	Rails and Gallinules			Mourning or Turtle Doves
		Sora	Others	Woodcock	
Connecticut ⁵	Nov. 3-Dec. 12	Sept. 1-Oct. 15	Sept. 15-Oct. 30	Oct. 21-Nov. 19	
Delaware	Nov. 3-18 Dec. 15-30	Sept. 1-Oct. 30	Sept. 15-Nov. 13	Nov. 15-Dec. 14	Oct. 1-30
Florida	Nov. 27-Jan. 5	Sept. 15-Nov. 13 ⁶	Sept. 15-Nov. 13 ⁶	Dec. 23-Jan. 21	Dec. 17-Jan. 15 ⁸
Georgia	Nov. 27-Jan. 5	Oct. 1-Nov. 30 ⁹	Oct. 1-Nov. 30 ⁹	Oct. 1-30	Dec. 17-Jan. 15 ⁸
Maine ⁹	Oct. 6-21	Oct. 6-21	Oct. 6-21	Oct. 1-30	
Maryland	Nov. 24-Dec. 9	Nov. 24-Dec. 9	Nov. 24-Dec. 9	Nov. 15-Dec. 14	Sept. 1-30 ⁸
Massachusetts ⁶	Nov. 27-Jan. 5 Oct. 20-Nov. 4 Dec. 15-30 ¹⁰	Sept. 1-Oct. 20 Oct. 20-30 ⁹	Sept. 1-Oct. 20 Oct. 20-30 ⁹	Oct. 20-Nov. 18	
New Hampshire ⁶	Oct. 6-21	Sept. 1-Oct. 30 ⁹	Sept. 15-Nov. 13 ⁹	Oct. 1-Oct. 30	
New Jersey	Nov. 17-Dec. 2	Sept. 1-Oct. 30	Sept. 1-Oct. 30	Oct. 20-Nov. 18	
New York ⁸	Nov. 17-Dec. 26 Oct. 20-Nov. 4 Dec. 8-23	Sept. 1-Oct. 30 Oct. 20-Nov. 4 Dec. 8-23 ⁹	Oct. 20-Nov. 4 Dec. 8-23 ⁹	See Note 11	
North Carolina	Nov. 27-Jan. 5	Oct. 2-Dec. 1 ⁹	Oct. 2-Dec. 1 ⁹	Dec. 12-Jan. 11	Sept. 16-30 Jan. 1-15 ⁸
Pennsylvania	Oct. 13-Nov. 21	Sept. 1-Oct. 30 ⁹	Sept. 15-Nov. 13 ⁹	Oct. 10-Nov. 8	Oct. 10-Nov. 8
Rhode Island ⁶	Nov. 17-Dec. 26	Sept. 1-Oct. 30	Sept. 1-Oct. 30	Nov. 1-Nov. 30	
South Carolina	Nov. 27-Jan. 5	Oct. 2-Dec. 1 ⁹	Oct. 2-Dec. 1 ⁹	Dec. 12-Jan. 11	Sept. 16-30 Dec. 23-Jan. 6 ⁸
Vermont	Oct. 20-Nov. 28	Sept. 1-Oct. 30	Sept. 15-Nov. 13	Oct. 1-Oct. 30	
Virginia	Nov. 27-Jan. 5	Sept. 1-Oct. 30	Sept. 1-Oct. 30	Nov. 20-Dec. 19	Oct. 2-31 ⁸
West Virginia	Oct. 20-Nov. 28	Sept. 1-Oct. 30	Sept. 15-Nov. 13	Oct. 14-Nov. 12	
Puerto Rico	Dec. 15-Feb. 12	Dec. 15-Feb. 12	Dec. 15-Feb. 12	Dec. 15-Feb. 12	

Daily Bag Limits: Ducks, 4¹; Geese, 2²; Coot, 15; Sora, 25; Others, 15³; Woodcock, 4; Mourning Dove, 10
Possession Limits: Ducks, 8¹; Geese, 2²; Coot, 15; Sora, 25; Others, 15³; Woodcock, 8; Mourning Dove, 10

- (1)—No open season on wood duck in Mass. and W. Va. In other states, bag or possession limit may include 1 wood duck only. Daily bag for American and red-breasted mergansers, 25 singly or in the aggregate of both kinds; no possession limit after the opening day of the season.
- (2)—Two Canada geese or its subspecies, or 2 white-fronted geese, and in addition 3 blue geese a day or in possession.
- (3)—Not more than 15 in the aggregate of rails (other than sora) and gallinules.
- (4)—No open season in District of Columbia but migratory game birds may be possessed therein in accordance with par. 6.6. (c).
- (5)—Scooter, eider and old squaw ducks may be taken in open coastal waters only, beyond outer harbor lines, in Conn., Me., Mass., New Hamp., N. Y., and Rhode Island from Sept. 17-Dec. 17. In areas other than those beyond outer harbor lines such birds may be taken during the open seasons for other ducks. In those states only, the daily bag limit is 7 scooter, eider, or old squaw ducks singly or in the aggregate, and not exceeding 14 in possession singly or in the aggregate.
- (6)—Florida: Rails (including sora) and gallinules, daily bag and possession limit 15, singly or in aggregate of all kinds.

- (7)—Florida: Mourning doves in Dade, Monroe, and Broward Counties, Oct. 1-30.
- (8)—Shooting hours for mourning doves in States indicated—12 o'clock noon until sunset.
- (9)—Rails and gallinules: When permitted to be taken during the waterfowl season they may not be hunted after 1 hour before sunset.
- (10)—Only Canada geese (including its subspecies) may be taken in Mass.
- (11)—New York: East and North of Oswego River from Lake Ontario to its junction with the Oneida River to Oneida Lake, North shore of Oneida Lake to Barge Canal, Barge Canal to Rome, the main line of N. Y. Central R. R. from Rome to Albany, and main line of Boston and Albany R. R. from Albany to Mass. state line, Oct. 9 to Nov. 1, incl.; West and South of above described boundary (except Long Island), Oct. 20-Nov. 12, incl.; that part of New York known as Long Island, Oct. 23-Nov. 15, incl., from 9 a.m. until 5 p.m. on the opening day, and thereafter from 7 a.m. until 5 p.m. in each of these zones.

Mississippi Flyway States

Seasons in:	Ducks, Geese and Coot (except Snow Geese)	Rails and Gallinules, Sora, Others	Woodcock	Mourning or Turtle Doves
Alabama	Dec. 2-Jan. 5	Dec. 2-Jan. 5 ⁴	Dec. 1-30	Dec. 17-Jan. 15 ⁸
Arkansas	Dec. 2-Jan. 5	Sept. 1-Oct. 30	Dec. 1-30	Sept. 16-Oct. 15 ⁸
Illinois	Nov. 3-Dec. 7 ⁶	Sept. 1-Oct. 30		Sept. 1-30
Indiana	Nov. 3-Dec. 7	Sept. 1-Oct. 30	Oct. 15-Nov. 13	
Iowa	Oct. 20-Nov. 23			
Kentucky	Dec. 1-Jan. 4	Sept. 1-Oct. 30		Sept. 1-30 ⁸
Louisiana	Dec. 2-Jan. 5	Sept. 1-Oct. 30	Dec. 23-Jan. 21	Dec. 1-30 ⁸
Michigan	Oct. 13-Nov. 16	Oct. 13-Nov. 16 ⁴	See Note 7	
Minnesota	Oct. 6-Nov. 9	Sept. 16-Nov. 14 ⁴	Oct. 1-30	Sept. 16-30
Mississippi	Dec. 2-Jan. 5	Oct. 15-Dec. 13 ⁴	Dec. 1-30	Jan. 1-15 ⁸
Missouri	Nov. 3-Dec. 7	Sept. 1-Oct. 30	Nov. 10-Dec. 9	Sept. 1-30
Ohio	Oct. 20-Nov. 23	Sept. 1-Oct. 30 ⁴	Oct. 8-Nov. 6	
Tennessee	Dec. 2-Jan. 5			Sept. 16-30
Wisconsin	Oct. 14-Nov. 16 ⁸	Oct. 14-Nov. 16 ^{4,8}	Oct. 1-30	Oct. 16-30 ⁸

Daily Bag Limits: Ducks, 4¹; Geese, 4²; Coot, 10; Sora, 25; Others, 15³; Woodcocks, 4; Turtle Dove, 10
Possession Limits: Ducks, 8¹; Geese, 4²; Coot, 10; Sora, 25; Others, 15³; Woodcocks, 8; Turtle Dove, 10

- (1)—Bag or possession limit may include 1 wood duck only. Daily bag for American and red-breasted mergansers, 25 singly or in the aggregate of both kinds; no possession limit after the opening day of the season.
- (2)—Including in such limit not more than (a) 2 Canada geese or its subspecies, or (b) 2 white-fronted geese, or (c) 1 Canada goose and 1 white-fronted goose.
- (3)—Not more than 15 in the aggregate of rails (other than sora) and gallinules.
- (4)—Rails and gallinules: When permitted to be taken during the waterfowl season may not be hunted after 1 hour before sunset.

- (5)—Shooting hours for mourning doves in States indicated—12 o'clock noon until sunset.
- (6)—No open season for geese in that part of Alexander County, Ill., established as closed area by proclamation 2748 of Oct. 1, 1947 (12 F. R. 6521).
- (7)—Michigan: Woodcock, Upper Peninsula, Oct. 1-20; Lower Peninsula, Oct. 15-Nov. 5.
- (8)—Wisconsin: On opening day the season for waterfowl, coot, rails and gallinules will start at 1 p.m.

Bird Hunting Regulations



Central Flyway States

Seasons in:	Ducks, Geese and Coot	Rails and Gallinules, Sora, Others	Mourning or Turtle Dove
Colorado.....	Oct. 6-23 Dec. 19-Jan. 5 ⁴ Sept. 1-Oct. 30 ⁵	Sept. 1-Oct. 12
Kansas.....	Oct. 20-Dec. 3	Sept. 1-Oct. 30 ⁵	Sept. 1-30
Montana.....	Oct. 6-23 Nov. 17-Dec. 4 ⁴ Sept. 1-Oct. 30 ⁵	See Note 6
Nebraska.....	Oct. 20-Dec. 3	Sept. 1-Oct. 30 ⁵	Sept. 1-Oct. 1
New Mexico ^{7,8,9}	Oct. 13-30 Dec. 19-Jan. 5	Sept. 1-Oct. 30 ⁵ Sept. 1-Oct. 30 ⁵	Sept. 1-Oct. 12 ⁹
North Dakota.....	Oct. 6-Nov. 19	Sept. 1-Oct. 30 ⁵
Oklahoma ¹⁰	Nov. 3-Dec. 17	Sept. 1-Oct. 30	Sept. 1-30
South Dakota.....	Oct. 6-Nov. 19	Sept. 1-Oct. 30 ⁵
Texas ^{10,11,12}	Nov. 3-Dec. 17 ¹³	Sept. 1-Oct. 30	See Notes 11, 12
Wyoming.....	Oct. 6-23 Nov. 24-Dec. 11 ⁴	Sept. 1-Oct. 30 ⁵

Daily Bag Limits: Ducks, 5¹; Geese, 5²; Coot, 10; Sora, 25; Others, 15³; Mourning Dove, 10
Possession Limits: Ducks, 10¹; Geese, 5²; Coot, 10; Sora, 25; Others, 15³; Mourning Dove, 10

(1)—No open season on wood duck in Colo., Kan., Neb., the Dakotas, and Wyo. In other states, bag or possession limit may include 1 wood duck only. Daily bag for American and red-breasted mergansers 25 singly or in the aggregate of both kinds; no possession limit after opening day.

(2)—Including in such limit not more than (a) 2 Canada geese or its subspecies, or (b) 2 white-fronted geese, or (c) 1 Canada goose and 1 white-fronted goose.

(3)—Not more than 15 in the aggregate of rails (other than sora) and gallinules.

(4)—No open season on snow geese in Beaverhead, Gallatin, and Madison Counties in Montana, or in the States of Colorado and Wyoming. No open season in Colorado on blue geese.

(5)—Rails and gallinules: When permitted to be taken during the waterfowl season, they may not be hunted after 1 hour before sunset.

(6)—Montana: Mourning doves in Yellowstone, Big Horn, Custer, Carter, Powder River, Fallon, Prairie, and Dawson Counties, Sept. 1-15; no open season in rest of state.

(7)—The bag and possession limit on geese in New Mexico is 3 which may include not more than 2 Canada geese or its subspecies, or 2 white-fronted geese, or 1 snow goose.

(8)—New Mexico: Band-tailed pigeons, south of highway 60, Sept. 16-Oct. 15; daily limit 8, possession limit 8; no open season in rest of state.

(9)—New Mexico: Shooting hours for mourning doves and band-tailed pigeons on first day of season, 12 o'clock noon until sunset, thereafter from sunrise to sunset.

(10)—Woodcock: Oklahoma, Dec. 1-30; Texas, in the counties of Shelby, Nacogdoches, Angelina, Trinity, San Jacinto, Liberty, Chambers, and all counties South and East thereof, Dec. 23-Jan. 21; no open season in rest of Texas. Daily limit 4, possession 8.

(11)—Texas: Mourning doves in Val Verde, Kinney, Uvalde, Medina, Bexar, Comal, Hays, Travis, Williamson, Milam, Robertson, Leon, Houston, Cherokee, Nacogdoches, and Shelby Counties and all counties North and West thereof, Sept. 1-Oct. 15 from one-half hour before sunrise to sunset; in the rest of State (but not including Cameron, Hidalgo, Starr, Zapata, Webb, Maverick, Dimmit, La Salle, Jim Hogg, Brooks, Kenedy, and Willacy Counties), Oct. 20-Dec. 3 from one-half hour before sunrise to sunset; in these latter counties Sept. 15, 17, 19 from 4 p.m. until sunset and from Oct. 20 to Nov. 30 from one-half hour before sunrise to sunset.

(12)—Texas: White-winged doves in Cameron, Hidalgo, Starr, Zapata, Webb, Maverick, Kinney, Dimmit, La Salle, Jim Hogg, Brooks, Kenedy, Wallacy, Val Verde, Terrell, Brewster, Presidio, Jeff Davis, Culberson, Hudspeth, and El Paso Counties, Sept. 15, 17 and 19 from 4 p.m. until sunset; daily bag and possession limit for white-winged or mourning doves is not more than 10 singly or in the aggregate of both kinds; no open season in rest of state.

(13)—Texas: Black-bellied tree duck, no open season.

Pacific Flyway States

Seasons in:	Ducks, Geese and Brant (except Ross's Goose)	Rails and Gallinules, Sora, Others	Mourning or Turtle Dove	Band-Tailed Pigeon
Arizona ⁴	Nov. 12-Jan. 5	Sept. 1-Oct. 30	Sept. 1-Oct. 15	Sept. 16-Oct. 15
California ⁴	See Note 5	Sept. 1-30	Sept. 6-30 Dec. 17-31
Idaho.....	Nov. 3-Dec. 27 ⁶	See Note 7
Nevada.....	Oct. 13-Nov. 3	Sept. 1-30
Oregon.....	Dec. 8-29
Utah.....	Nov. 3-Dec. 27	Sept. 1-15	Sept. 1-30
Washington.....	Oct. 13-Nov. 3	Sept. 1-Oct. 30 ⁸
Alaska.....	Nov. 24-Dec. 15
	Nov. 3-Dec. 27	Sept. 1-30
	See Note 9

Daily Bag Limits: Ducks, 6¹; Geese, Brant, 6²; Coot, 15; Sora, 25; Other, 15³; Turtle Dove, 10⁴; Band Tailed Pigeon, 8
Possession Limits: Ducks, 6¹; Geese, Brant, 6²; Coot, 15; Sora, 25; Other, 15³; Turtle Dove, 10⁴; Band Tailed Pigeon, 8

(1)—No open season on wood ducks in Arizona, Nevada, and Utah. In other Pacific flyway states and Alaska, bag or possession limit may include 1 wood duck only. Daily bag for American and red-breasted mergansers, 25 singly or in the aggregate of both kinds; no possession limit after opening day of the season.

(2)—In any combination not exceeding 2 of Canada geese or its subspecies, white-fronted geese, or brant.

(3)—Not more than 15 in the aggregate of rails (other than sora) and gallinules.

(4)—White-winged dove in Arizona and in Imperial County, California, Sept. 1-15. The daily bag and possession limit for white-winged or mourning doves is not more than 10 singly or in the aggregate of both kinds.

(5)—Waterfowl and coot in those portions of San Bernardino, Riverside, and Imperial Counties, Calif., East of U. S. Highway 95 from the Nevada line South to Blythe and East of the paved and graded road extending from Blythe to Ripley, Palo Verde and O'Gibby South to its intersection with U. S. Highway 80, thence to Yuma, Nov. 12-Jan. 5; in rest of California, Oct. 20-Nov. 10 and Dec. 15-Jan. 5.

(6)—Idaho: No open season on snow geese and no open season on geese of any other species in Canyon County, except a strip 1 mile wide on each side of the Boise River and a strip 1 mile wide on the Northeast side of the Snake River.

(7)—Idaho: Mourning doves in Bannock, Bear Lake, Caribou, Bingham, Bonneville, Clark, Jefferson, Fremont, Madison, and Teton Counties, no open season; in rest of state, Sept. 1-15.

(8)—Rails and gallinules: When permitted to be taken during the waterfowl season they may not be hunted after 1 hour before sunset.

(9)—Alaska: In the Second and Fourth Judicial Divisions, Sept. 1-Oct. 25; in the Third Judicial Division (except Kodiak-Afognak Island Group), Sept. 7-Oct. 31; in the First Judicial Division and the Kodiak-Afognak Island Group, Oct. 1-Nov. 24; provided that scoter and eider ducks may be taken in the Second and Fourth Judicial Divisions from Sept. 1-Oct. 31 and in the Third Judicial Division West of 150 deg. W. Longitude from Sept. 7-Dec. 21. The bag limit for scoters and eiders is 10 a day singly or in the aggregate of all kinds, and not more than 20 singly or in the aggregate of all kinds in possession.

Additional Data

Daily Shooting Hours

Ducks, geese, brant, and coot.—The daily shooting hours are the same as last year—from one-half hour before sunrise to one hour before sunset.

Rails, gallinules, woodcock, mourning or turtle doves, white-winged doves and band-tailed pigeons.—The daily shooting hours are the same as last year—from one-half hour before sunrise to sunset, with certain exceptions as noted in schedules.

Opening day of season.—On the opening day of the season—including each first day of the split seasons—waterfowl and coot may not be hunted prior to 12 o'clock noon. In Wisconsin the opening day of the season for waterfowl, coot, rails and gallinules will start at 1:00 p.m.

Special hours for mourning doves in certain states.—The daily shooting period for mourning doves in Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia will be from 12 o'clock noon until sunset. In New Mexico the shooting hours for mourning doves and band-tailed pigeons will be from 12 o'clock noon until sunset *on the first day of the season*; thereafter, from sunrise to sunset.

(For specific exceptions on shooting hours for all species, see footnotes on all the schedules.)

Daily Bag and Possession Limits

Ducks.—Bag and possession limits of 4 a day and 8 in possession in the Atlantic and Mississippi flyway states will remain the same as last year.

In the Central flyway states, however, the bag limit has been increased from 4 to 5 a day, and the possession limit from 8 to 10.

Pacific flyway states will have the daily bag and possession limit the same—6 ducks.

Geese.—Daily bag and possession limits for geese will be essentially the same as last year, as follows:

In the Atlantic flyway states the daily bag and possession

limit for geese will be 2. Included in this limit can be either 2 Canada geese or its subspecies, or 2 white-fronted geese. In addition the hunter can have 3 blue geese a day or in possession. In Massachusetts, however, only Canada geese (including its subspecies) may be taken. No snow geese or brant can be taken in Atlantic flyway states.

In the Mississippi flyway states the daily bag and possession limit for geese will be 4, including in such limit *not more than* (a) 2 Canada geese or its subspecies, or (b) 2 white-fronted geese, or (c) 1 Canada goose and 1 white-fronted goose. (No shooting of geese will be allowed in that part of Alexander County, Illinois, previously established as a closed area.)

In the Central flyway states, except in New Mexico, 5 geese may be taken, including in such limit *not more than* (a) 2 Canada geese or its subspecies, or (b) 2 white-fronted geese, or (c) 1 Canada goose and 1 white-fronted goose. In New Mexico the bag and possession limit has been reduced from 5 to 3 geese, and this limit may include not more than 2 Canada geese or its subspecies, or 2 white-fronted geese, or 1 snow goose.

In the Pacific flyway states, the daily bag and possession limit for geese is 6, the same as last year, in any combination not exceeding 2 of Canada geese or its subspecies, white-fronted geese, or brant. The closed season is continued on Ross' geese.

Wood ducks.—No open season in Massachusetts and West Virginia in Atlantic flyway; in Colorado, Kansas, Nebraska, North Dakota, South Dakota, and Wyoming in Central flyway; and in Arizona, Nevada, and Utah in Pacific flyway. In all other states and Alaska, bag or possession limit may include only 1 wood duck.

Coots.—The bag limit for coots remains the same as last year—15 birds a day in the Atlantic and Pacific flyways and 10 a day in the Mississippi and Central. Possession limits are the same as the daily bag limits.

Scoters and eider ducks.—The daily bag limit of 7 scoters or eider or old squaw ducks singly

or in the aggregate, and not exceeding 14 in possession singly or in the aggregate, is continued in Connecticut, Maine, Massachusetts, New Hampshire, New York, and Rhode Island where these birds may be taken in open coastal waters only, beyond outer harbor lines, from September 17 to December 17. In areas other than those beyond outer harbor limits, such birds may be taken during the open seasons for other ducks.

Rails.—In all flyways, not more than 15 in the aggregate of rails (other than sora) and gallinules.

Sora.—The daily bag and possession limit in all flyways remains the same as last year—25 birds—except in Florida where the limit is 15.

Woodcock.—In the Atlantic and Mississippi flyway states, and in Oklahoma and in certain counties in eastern Texas and elsewhere in that state where permitted to be hunted (see attached schedules at end of release), the daily bag limit for woodcock is 4 and the possession limit is 8.

Mourning or turtle doves.—In the states of all flyways wherein hunted, the bag and possession limit is 10 birds.

American and red-breasted mergansers.—In all flyways, 25 singly or in the aggregate of both kinds. After the opening day of the season there is no possession limit.

Band-tailed pigeons.—Daily bag and possession limit has been reduced from 10 to 8 in Arizona, California, New Mexico, Oregon, and Washington—the only states where the shooting of this species is permitted. This year California will again have the same split season for band-tailed pigeons as last year, from September 16 to 30 and from December 17 to 31. In New Mexico band-tailed pigeons can be hunted south of Highway 60 from September 16 to October 15, but there is no open season in rest of state.

Closed Seasons

Closed seasons on certain species will be in effect as follows: *On wood ducks* in Arizona,

Colorado, Kansas, Massachusetts, Nebraska, Nevada, North Dakota, South Dakota, Utah, West Virginia, and Wyoming;

On *snow geese* in Beaverhead, Gallatin, and Madison counties in Montana, and in the states of Colorado, Idaho, and Wyoming, and on *snow geese* and *brant* in states of the Atlantic flyway;

On *blue geese* in Colorado;

On *geese of any species* in Canyon County, Idaho, except a strip 1 mile wide on each side of the Boise River and a strip 1 mile wide on the northeast side of the Snake River; and in that part of Alexander County, Illinois, established as a closed area by Presidential proclamation on October 1, 1947;

On *Ross' geese* and on *all swans* throughout the country;

On *mourning doves* in Alaska, Connecticut, parts of Idaho, Indiana, Iowa, Maine, Massachusetts, Michigan, Minnesota, parts of Montana, New Hampshire, New Jersey, New York, North Dakota, Ohio, Puerto Rico, Rhode Island, South Dakota, Utah, Vermont, Washington, West Virginia, Wisconsin, and Wyoming;

On *woodcock* in Florida, Illinois, Iowa, Kentucky, Puerto Rico, and Tennessee; and

On *black-bellied tree ducks* in Texas.

Means for Taking Birds

The regulation which prohibits the use of automatic-loading or repeating shotguns capable of holding more than three shells still continues in effect. An amendment which went into effect two years ago provides that the plug in such a shotgun must be incapable of being removed without disassembling the gun.

The regulations do not authorize the taking of waterfowl by "baiting" or over any "baited place," or with the aid of live duck or goose decoys. These terms are defined as follows: "Baiting shall mean the placing, exposing, depositing, distributing, or scattering of shelled, shucked, or unshucked corn, wheat, other grain, salt, or other feed so as to constitute for such birds a lure, attraction, or enticement to, on, or over the area where hunters are attempting to take them. Baited place shall mean any place where, at any time during the open seasons on

Labor saved...sales boosted with



STRONG HANDY-PACK BOLT CARTONS

• Handy-Packs contain the same small lot quantities of bolts

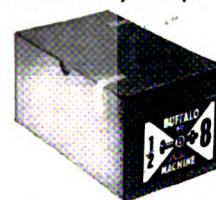
that have been standard for years. Cut thread carriage and machine bolts have nuts attached as always.

Rugged open drawer

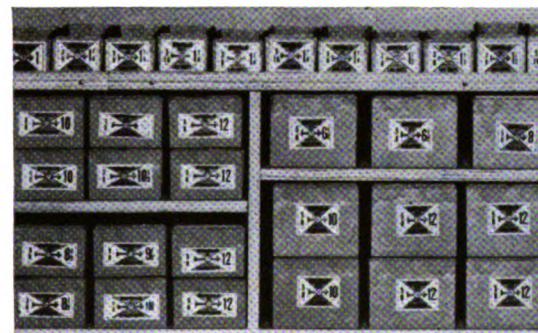


By *Jobber Salesmen* because the strong Handy-Pack is more attractive to retailers. It has features that stimulate sales...that give the jobber salesman something to talk about.

Sealed with nylon tape



Certified Reshippable



By *Warehousemen* because the strong Handy-Pack can be handled or even dropped without breaking. It can be stacked neatly and easily in the warehouse. It won't crush or topple. It saves time and labor.

STRONG HANDY-PACK BOLT CARTONS

have a certified bursting strength of 125 to 200 lbs. per sq. in. depending on bolt size. The cartons are packed in wooden boxes...can be ordered in carload or less-than-carload lots. Every carton is sealed with nylon tape...is certified reshippable. Tying and wrapping are not necessary when you reship them. Strong Handy-Packs have countless advantages over old fashioned 'paper' boxes. They eliminate costly spillage, mixing, sorting and losses due to breakage of weaker cartons. Order your bolts from Buffalo and get them in the new, strong Handy-Pack cartons.



WRITE for this free circular on quantities and weights of Handy-Pack Cartons.

BUFFALO BOLT COMPANY

North Tonawanda, N. Y.

Sales Offices in Principal Cities. Export Sales Office:

Buffalo International Corp., 50 Church Street, New York City

PRODUCERS OF CIRCLE PRODUCTS — BOLTS • NUTS • RIVETS AND SPECIAL FASTENERS



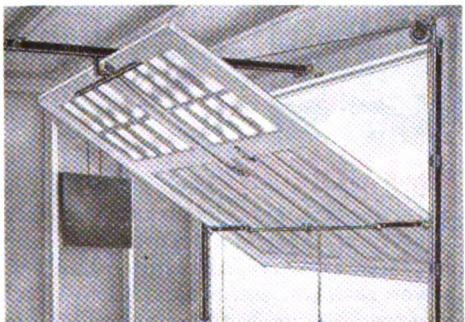
SLIDING DOOR HARDWARE

GIVES YOU A STRONG SELLING
STORY OF GREATER CONVENIENCE

...SMOOTHER OPERATION

It's easy to turn prospects into customers when you point out the big advantages of smooth-operating sliding and overhead doors compared with troublesome swinging doors. When you sell Coburn sliding door hardware you have the added advantage of being able to offer a *complete line* of door hardware that meets the needs of every prospect.

Coburn hardware is available for doors of all the following types: Garage, barn, overhead, straight-sliding, sliding-folding, around-the-corner, roundhouse, folding partition and fire.



COBURN PRODUCTS

A Product of WICKWIRE SPENCER STEEL DIVISION OF
THE COLORADO FUEL AND IRON CORPORATION

Sales and Engineering—56 Sterling Street, Clinton, Mass.

Executive Office—500 Fifth Avenue, New York 18, N. Y.

Sales Offices—Atlanta • Boston • Buffalo • Chicago • Denver • Detroit • Philadelphia

Pacific Coast—The California Wire Cloth Corp., Oakland 6, Calif.



Door Track



Light Hanger



Trolley Truck

such birds, shelled, shucked, or unshucked corn, wheat or other grain, salt, or any other feed whatsoever that may attract such birds is directly or indirectly placed, exposed, deposited, distributed, or scattered."

Transportation and Post-Season Possession Limit Of Game

To permit sportsmen to transport to their homes ducks and geese killed on the last day of the season at some distant point, shipments from Canada and Mexico can be made as late as 5 days following the close of the season in the province or state where taken. In the United States hunters can make interstate shipments up to 48 hours following the close of the shooting season in the state where taken.

The regulations permit the transportation out of and possession in another state during the period of the open season where killed, and for 90 days thereafter, of wild ducks and geese taken in a flyway having a larger possession limit than in other flyways.

In connection with such transportation or importation, dressed birds, as a means of identification, are required to have the head, head plumage, and feet attached.

Any package in which such birds (or parts thereof) are transported must have the name and address of the shipper and of the consignee, together with an accurate statement of the numbers and kinds of birds contained in the package, clearly and conspicuously marked on the outside.

The post-season period for possession of migratory game birds remains the same as in previous years—90 days.

Setting Your Goal

A merchant who has been in business since 1930 says that his recipe for success is to set a goal for himself and his store every year. It is this: A 15 pct increase in business over the previous year. He says that this goal is a challenge to him, calling forth better ideas, merchandising techniques and greater attention to management.



CLEAN UP

QUICK PROFITS
with SAVOGRAIN

KWIKEEZE
BRUSH CLEANER



Cash in on the big demand for this new, speedier product.

Every paint customer is a prospect.

Put a carton on your counter and watch it move!

- **SOFTENS HARDEST BRUSHES IN MINUTES**
- **CLEANS OUT FRESH PAINT INSTANTLY**
- **HARMLESS TO HANDS AND BRUSHES**
- **ALSO WIPES GLOSS FROM PAINT AND VARNISH**

Promoted by
NATION-WIDE ADVERTISING STORE MERCHANDISING



LIST
1/2 Pint 30¢
24 to carton
Pint 50¢
12 to carton
Quart 80¢
12 to carton
Gallon \$2.50
6 to carton

ORDER FROM YOUR JOBBER TODAY!

THE SAVOGRAIN COMPANY

BOSTON: 25 Huntington Avenue
CHICAGO: 85 Industrial Road, Addison, Ill.

SAVOGRAN'S 75th YEAR



Washington NEWS and VIEWS

*Reports on Events Affecting
The Hardware Business*

(Continued from page 10)

overtime, the average weekly wage level for durable goods production has risen to a new all-time high of \$64.09. The average for manufacturing workers as a whole is also at an all-time average of \$60.68 per week.

At the same time, the Bureau of Employment Security reports a continued decline in claims for unemployment compensation, both in initial and continued claims. Since the first of the year, continued claims (for more than one week) have dropped 50 pct.

OUTLOOK: Manpower shortages will grow steadily for the remainder of the year. Latest Labor Department figures indicated unemployment at about 2.5 million. But officials privately estimate the mid-September unemployment at less than 2 million and expect an acute shortage of workers by January 1.

Second Round Tax Rise May Ring in Co-ops

New and higher taxes are just around the corner.

Although the full effect of the \$4.6 billion "stop-gap" tax law Congress passed last month has yet to be felt by businessmen or the general public, congressional tax-writers already are wrangling over features of the "second round" tax bill slated for enactment late this year or early next.

Senator Walter George, Georgia Democrat, predicts that the "second round" bill will call for about \$7 billion in new revenue. Representative Robert Dougherty, North Carolina Democrat, goes even further—\$10 billion in new taxes may not be unreasonable, he suggests.

Proposed taxation of cooperatives, long a political football around Capitol Hill, may finally come to pass. Senator George, who heads the all-important Senate Finance Committee, says he would favor such a move if some

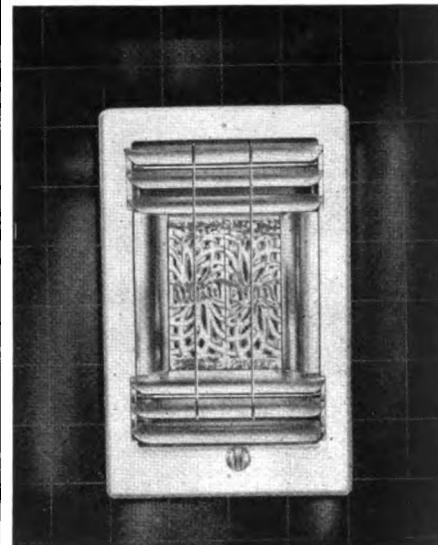


PROVEN FAVORITES

Sales records of these two outstanding profitmakers prove that they have what the consumer wants—heat, beauty, safety and the right price!



ROYAL GAS LOG—A true replica of beautiful Tennessee Mountain Oak Logs. Graces any fireplace in summer or winter. A.G.A. approved for manufactured, natural, butane and propane gases. For extra convenience of installation, three orifices, for use with various gases, are included with each heater. Two sizes, L-22 (20" width—22,000 B.T.U.) and L-30 (24" width—30,000 B.T.U.). BA-17 Andirons shown above at extra cost.



ROYAL GAS WALL INSERT HEATER—Ideal radiant heater for bathrooms, kitchens and other small rooms. Flush to wall frame easily installed with scientifically designed louvers for directing heat. Dress guard and removable control valve for safety. White Dupont Dulux enamel finish. Takes 12 1/2" x 20" wall space, depth 3 3/4".

See your nearest distributor
or write for catalog sheets.

CHATTANOOGA IMPLEMENT & MANUFACTURING COMPANY

CHATTANOOGA 6, TENNESSEE
QUALITY... SINCE 1891



for FRENCH DOORS

CASEMENT WINDOWS

DUTCH DOORS

STALL DOORS

ADAMS-RITE
patented bolts are
stronger, easier to
install, keep their
original finish

Adams-Rite, the originators of the exclusive extruded design in Surface, Slide and Cremone Bolts, is still the only source for all styles! This patented construction with concealed guides eliminates all unsightly straps and scratching. Solid brass throughout. Four screws to each bolt insure rigid strength. Installation is easy and error proof and adjustments are made on the job without taking the bolt apart. Spring tension gives uniform pressure at all points.

RITE SURFACE BOLTS

All 3 widths of rods— $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{8}$ "—have the extruded design. Lengths to 48". Harmonizes with any architectural design. Mortise and rim strikes furnished. 10 standard finishes.



RITE SLIDE BOLTS

Extruded design in 2 sizes— $2\frac{1}{2}$ " x $\frac{1}{2}$ " and $3\frac{1}{2}$ " x $\frac{3}{8}$ ". Ideal for stall and Dutch doors and for use in place of mortise and gem bolts. Surface, rim and mortise strikes furnished. 10 standard finishes.



RITE CREMONE BOLTS

New narrow, modern design enhances French windows and doors. Especially suited to very narrow wood or metal stiles. Rods, all with extruded design, in 3 widths— $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{5}{8}$ ". Reversible as to hand. One or 2 handles available. Thumb button deadlock optional. Mortise, rim, angle and surface strikes furnished. 7 standard finishes.



"satisfactory method" can be found for levying and collecting such taxes. This "if" is a loophole designed to give ammunition to advocates of continued tax exemption for co-ops.

OUTLOOK: Some sort of increase is inevitable, but it won't be as high as Representative Doughton thinks. You can count on at least two features being in the bill—excess profits taxes and new and higher excises on certain retail items. Possible, but by no means definite at this stage, are a "transaction tax" on a limited number of business transactions, and the taxation of co-ops and building and loan associations.

Dealers to Pay S. S. Tax When Filing '51 Returns

Proprietors of retail hardware stores (sole owners and partners) who are now eligible for coverage under the Social Security Act have little to do about securing this coverage until they file their income tax returns in 1952.

About the only immediate step to be taken is to secure a social security card from the nearest field office. If a card is already held, this one remains valid.

The first social security return will be due on 1951 income up to the first \$3,600 of annual net income from self-employment, provided that such income is at least \$400.

The tax will be $2\frac{1}{4}$ pct and must be paid at the time of filing of annual income tax returns. The current tax on employed persons is $1\frac{1}{2}$ pct, with the employer contributing an additional $1\frac{1}{2}$ pct.

The reason for the difference of $\frac{3}{4}$ pct in contributions from the employed and the self-employed is the feeling that owners of stores and other businesses will not retire as quickly as employed persons; therefore, the drain on the social security fund will not be as great.

Senate Committee Seeks Delivered Pricing Okay

The congressional recess doesn't mean there's been any let-down in attempts to restore to manufacturers the right to

1. FAST-SELLING ROYAL JOINT FASTENERS
2. SELF-SELLING ROYAL DISPLAYS

42 WAYS TO PROFITS! ALL-INCLUSIVE SIZES!



HERE'S THE SMART SALES-STIMULATING COUNTER DISPLAY!

Red, Blue, and White display holds 10 boxes, packed 50 or 100 per box

HERE'S THE MASTER CRAFTSMAN'S CHOICE



Divergent corrugations, saw style, drive across or with grain. Available in tempered cold rolled steel, galvanized and solid brass.

DEPTH: $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ ", $\frac{7}{8}$ ", 1"

CORRUGATIONS: 2, 3, 4, 5, 6, 7, etc.

—SPECIAL SIZES TO ORDER

IN BULK: In kegs of 50 or 100 lbs., and cartons of 500 or 1000.

Most Popular Wood Joiner—



—For Everyone!

NOW NATIONALLY ADVERTISED!

See your jobber—or write direct!



Independent Metal Strap Co., Inc.

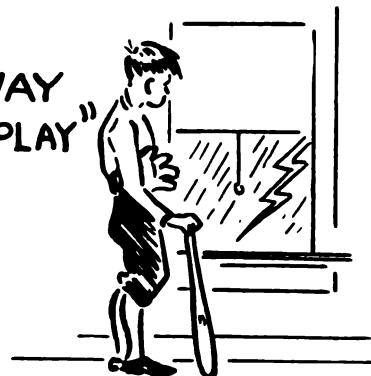
ESTABLISHED 1907

232 Third St., Brooklyn 15, N.Y.



WATER FACTS WORTH DOLLARS TO YOU...

"WATER, WATER GO AWAY
LITTLE BILLY WANTS TO PLAY"



But when that water doesn't go away and it seeps through your customer's masonry walls, then you can profit-wisely recommend KAY-TITE.

Farmers, contractors and home owners all over the country are using Kay-Tite to control water seepage in masonry and to paint outside of masonry buildings to give them lasting surfaces.

KAY-TITE

PROTECTS
MASONRY
AGAINST
WATER
SEEPAGE
for

BRICK

STUCCO

CINDER BLOCK

ROUGH MASONRY

UNGLAZED TILE

WHITE
and

CREAM
BUFF
YELLOW
SPANISH BUFF

GREEN
BLUE
GRAY
ROSE

9

BRICK RED

COLORS

That is your big market for Kay-Tite
... It's profitable, too ...

Here's the deal: YOUR CHOICE OF 12 KAY-TITE WHITE OR 6 WHITE AND 6 GRAY (ALL 10 LB. CANS) FOR \$20.88. RETAIL VALUE IS \$34.80!
(Kay-Tite is also available in 50 lb. drums, list price \$11.00.)

Figure your profit on this deal and act today.
The coupon order form will get quick action.



ORDER COUPON

KAY-TITE COMPANY
West Orange, N. J.

Send us the Kay-Tite Deal on 10 lb. cans.

..... 12 White @ \$20.88

..... 6 White and 6 Gray @ \$20.88

Name.....

Address.....

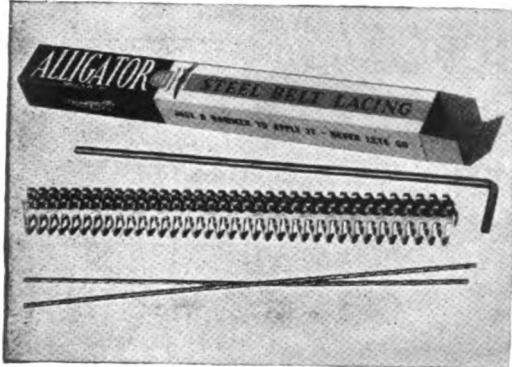
City..... State.....

Jobber's Name.....

KAY-TITE COMPANY
WEST ORANGE • NEW JERSEY

More than 20 years of satisfactory performance

ALLIGATOR BELT LACING



ECONOMY PACKAGES in "E" CARTONS



- 1 10 packages of a single size to the "E" carton.
- 2 Each package is a complete sales unit.
- 3 Contains one set of lacing, hinge and gauge pins for 12" of belting width.

- 4 Five popular sizes —Nos. 15, 20, 25, 27, 35.
- 5 Eliminates breaking of standard boxes.

Order Cartons From Your Jobber — Ask for Bulletin A-60

FLEXIBLE STEEL LACING CO., 1616 Lexington St., Chicago 44, Ill.

"JUST A
HAMMER
TO APPLY
IT"

New Master Longboy...

FIRST LONG TAPE WITH REPLACEABLE BLADE!

Whether he's an engineer, a builder, surveyor . . . or one of the many other users of long tapes . . . there's not one of your customers who won't say, "LONGBOY is what I've always wanted in a long tape!"

LONGBOY is the first . . . and only . . . long tape rule with replaceable blade. That means a big saving for your customer! With LONGBOY, he can quickly switch one blade marked with standard inches to one with engineer's graduations, as needed. The patented twin connection holds either blade securely until your customer is ready to change blades.

ELIMINATION OF THE CRANK means a smoother, neater case, sealed against dirt and dust. It also eliminates the awkward necessity of having to leave the blade out . . . exposed to falling objects or a heavy foot. A slight pressure on LONGBOY'S CENTER PLATE rewinds tape from full extension in just 10 seconds . . . always under ONE HAND CONTROL! Releasing pressure stops rewind at any point.

YOUR JOBBER HAS MASTER LONGBOY NOW! (\$11.00 for No. 050 . . . 50 ft. tape, 100 ft. tape on the way). SEE HIM SOON, OR WRITE TO FACTORY FOR FULL INFORMATION.

FIRST AUTOMATIC LONG TAPE!



MASTER

REG. U.S. PAT. OFF.

WOOD AND TAPE RULES

MASTER RULE MFG. CO., INC.
MIDDLETOWN • NEW YORK
General Field Sales Office:
106 W. Adams St. • Chicago 3, Ill.
Branch: P.O. Box 1587, Oakland, Calif.

absorb freight on the products they ship.

A Senate "watchdog subcommittee" headed by Senator Ed Johnson, Colorado Democrat, is continuing to give the Federal Trade Commission "what-for" on this tangled issue of f.o.b. pricing vs. delivered pricing.

Mr. Johnson, who believes a producer or manufacturer should be permitted to quote mill prices if he wants to, thinks FTC could gain much confidence from the business community if it would take a realistic stand in the matter and allow individual base-point pricing.

The hitch is that the FTC is divided within itself on the pricing question. The commissioners themselves are more or less agreed that limited freight absorption is legal. The FTC professional staff thinks all industrial pricing should be on an f.o.b. basis. Mr. Johnson plans to hold a public hearing next month to see if he can't get the commission to make up its collective mind.

Stockpiling of Ramie Cordage Fiber Sought

Ramie, the hard fiber used in cordage and textiles, appears to be headed for a \$35 million federal stockpiling program.

Representative A. S. Herlong, Jr., Florida Democrat, is sponsoring legislation to carry out this program. He is calling other congressmen's attention to the fact that national defense requirements demand far more cordage than can currently be manufactured because of limited supplies of raw materials.

HARDWARE HUMOR

By Hardware Age



"Your ice water is warm and tastes like turpentine."

THERE'S A



WAREHOUSE NEAR YOU

Star Machinery Co.
Seattle, Wash.

★ Berenson Hardware & Supply Co.
Portland, Oregon

Hibbard, Spencer, Bartlett & Co.
Evanston, Ill.

Toolkraft Corp.
Springfield, Mass.

Newark Specialty Co.
Newark, New Jersey

Harper & McIntire Co.
Cedar Rapids, Iowa

Frederick Trading Co.
Frederick, Md.

Henkle and Joyce Hardware Co.

★ Lincoln, Nebraska

The Mine and Smelter Supply Co.
Salt Lake City, Utah

Harper & McIntire Co.

The Mine and Smelter Supply Co.
Denver, Colorado

Ottumwa, Iowa

★ Harrison Wholesale Co.

Stem Distributors Co.
Cleveland, Ohio

J. A. Williams Co.

Pittsburgh, Penna.

Belknap Hardware Co.
Louisville, Kentucky

C. M. McClung & Co., Inc.
Knoxville, Tennessee

The Mine and Smelter Supply Co.

★ El Paso, Texas

Peden Iron & Steel Co.
Houston, Texas



LATHES

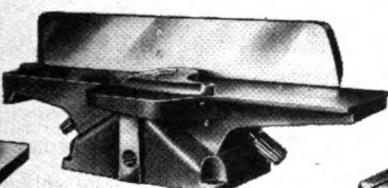
DRILL PRESSES



GRINDER POLISHER



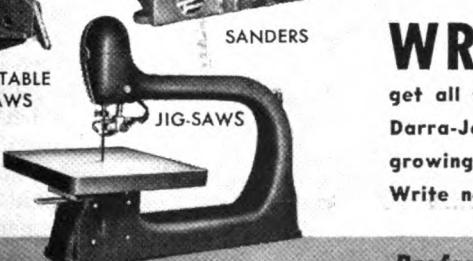
BAND
SAWS



JOINTERS



TIFF-TABLE
SAWS



SANDERS

JIG-SAWS

Darra-James — America's fastest growing line of Power Tools has warehouse facilities in every major city from coast to coast. There's a fast growing demand among your customers and a well stocked jobber to give speedy, economical delivery wherever and whenever needed.

National Advertising and Dealer Helps back you up in supplying the demand for over 200 Darra-James Power Tools. The professional tools at a home workshop price.

**Visit our booth-108
Hardware Show Oct. 2-6**

- ★ Tilting Table Saws
- ★ Portable Electric Drills
- ★ Tilting Arbor Saws
- ★ Disc and Belt Sanders
- ★ Drill Presses
- ★ Jig Saws
- ★ Band Saws
- ★ Electric Motors
- ★ Bench Grinders
- ★ Power Tool Stands and Accessories
- ★ Lathes
- ★ Sabre Saws

WRITE for complete information, get all the merchandising facts. Remember Darra-James Power Tool distribution is growing fast. Share in these easy profits — Write now or order from your jobber.

Professional Tools at a
Home Workshop Price

CORPORATION

toolkraft
SPRINGFIELD, MASSACHUSETTS. U. S. A.



Mr. Dealer

WHY DON'T YOU SELL GLASS



No longer do you have to depend on one or two individuals in your organization to handle glass sales. Now any of your employees, either man or woman, can sell a customer a piece of glass cut to his exact requirement. All you need is a FLETCHER Automatic Glass Cutting Machine.

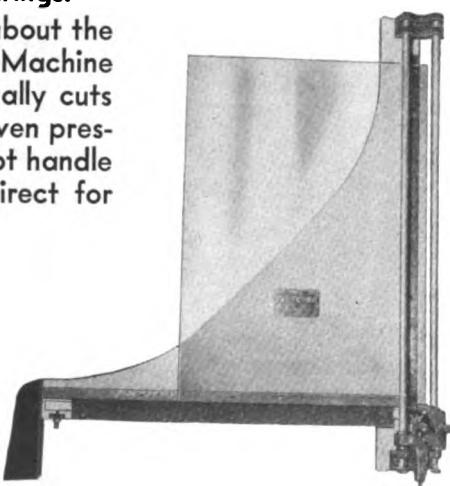
THE FLETCHER GLASS CUTTING MACHINE

SAVES SPACE — SAVES BREAKAGE — SAVES TEMPER

First of all, this machine will save valuable floor space in your glass department. Unlike the horizontal cutting table this machine mounts vertically on your glass rack or wall.

It has been approved by the City of New York Bureau of Weights and Measures for accuracy. The glass to be cut rests on a metal straight edge which is not subject to wear and a vernier adjusting mechanism insures a true square cut. Full length rules are adjustable and the pressure on the cutting wheel is also adjustable. All major moving parts are equipped with ball bearings.

Ask your jobber salesman about the FLETCHER Glass Cutting Machine . . . the machine that actually cuts the glass under controlled even pressure. If your jobber does not handle the FLETCHER, write us direct for complete information.



THE FLETCHER-TERRY COMPANY

471 SOUTH STREET

FORESTVILLE, CONNECTICUT

New Social Security Act Covers Hardware Dealers

(Continued from page 88)

become eligible because they have too little covered employment. The taxes paid on their earnings remain in the fund from which pensions are paid.

The last part of the answer is that in the long run the amount paid in, plus interest earned on it, will not be sufficient to pay all the pensions due.

Where will the difference come from? The Government will probably pay it out of its general tax funds. Self-employed businessmen will certainly pay a significant part of these taxes. Being covered by the Social Security Act, they may now also derive some benefits from those taxes.

In addition to pensions for himself and his wife at age 65, his dependents are also eligible for benefits. If during retirement he has unmarried dependent children under the age of 18, each such child is entitled to receive monthly benefits equal to half his "primary insurance amount", \$40 in most cases, until the child marries or reaches age 18. While his wife has such an unmarried dependent child in her care, she too will receive monthly benefits equal to half his "primary insurance amount" even if she is under 65. All the benefits combined however, may not exceed \$150 a month.

Insurance for Survivors

If the self-employed businessman should die before he retires, then his dependents would be entitled to Survivors Insurance. Each unmarried dependent child under the age of 18 would be entitled to monthly benefits equal to half his "primary insurance amount," plus one fourth his "primary insurance amount" divided by the number of children. In most cases this would amount to between \$40 and \$60. While his widow has such an unmarried dependent child in her care she would be entitled to monthly benefits equal to three-fourths of his "primary insurance amount," \$60 in most cases, as long as she remains unmarried.

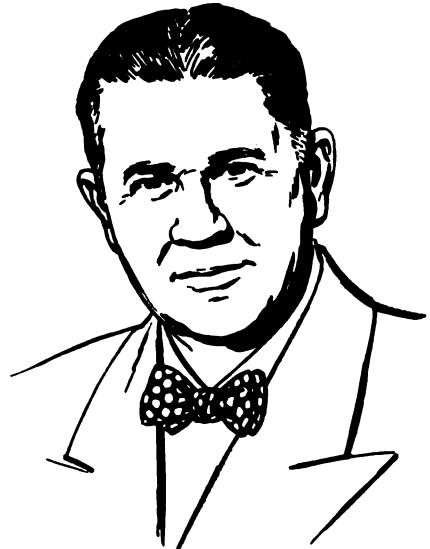
Finally, if the self-employed businessman should die leaving no widow or children eligible for

(Continued on page 158)

To make profits promote PROFIT-MAKERS

When prices are rising and profits shrinking, the items to push are those that make you money. We have such items for you in this revolutionary new Modglin line, backed by powerful national advertising. These Modglin products turn over fast. All of them pay you an extra wide profit margin. To give you service we've warehouse stocks in New York, Chicago, New Orleans, Los Angeles. We've done everything we could think of to give you a real profit-making deal. If you can think of anything else, I wish you'd write me personally. Stock these items and display them . . . put them out where Mrs. Public can see them and learn what a *Gold Mine* there is for you in the Modglin line.

Bill Modglin



MODGLIN Perma-broom

Magnetic pick-up of Electrene Bristles picks up dirt as you sweep. Perma-broom comes in many gay colors. It's washable, durable and economical. Makes ordinary brooms obsolete. Over 4,000,000 sold to date. Free display stand with 2-doz. order. *Pays extra wide profit margin. Please write for details.*



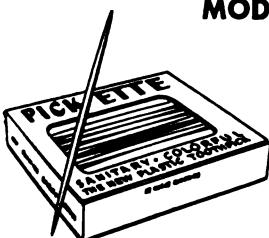
MODGLIN Perma-broomette

One of the most appealing toy items in years. Kids love it! Genuine small-size Perma-broom useful in scores of cleaning chores. Free display stand with 2-doz. order. *Pays extra wide profit margin. Write for details.*



MODGLIN Pick-ette

Newest and finest toothpick made of flexible plastic. Comes approximately 72 picks to the box in many sparkling colors. Retails for 10¢. Makes wooden toothpicks old-fashioned. *Pays extra wide profit margin. Write for details.*



MODGLIN Perma-scrub

Leader of the Modglin Line

Revolutionary new scrubber for pots and pans. Removes grease and burned food in a jiffy. Keeps hands out of dishwater. Outmodes old-fashioned scouring implements. In many lovely colors. *Pays extra wide profit margin. Write for details.*



MODGLIN WHISK-OFF

More than 5,000,000 Whisk-Offs purchased by American consumers in only two years. Replaces old-fashioned whiskbrooms. Comes in many beautiful colors. Free counter display stand with order of 3-doz. assortment. *Pays extra wide profit margin. Write for details.*



MODGLIN Dust-ette

Child's size dust pan—lightweight yet sturdy . . . all children want this educational toy. Comes in many bright colors. *Pays extra wide profit margin. Write for details. Now!*



**DO THIS
NOW!**

Learn what these revolutionary new Modglin products can do to pay you faster, larger profits from smaller shelf and floor space. Write to "MODGLIN, Los Angeles 65" and ask for a sales representative to call.

WHAT'S NEW

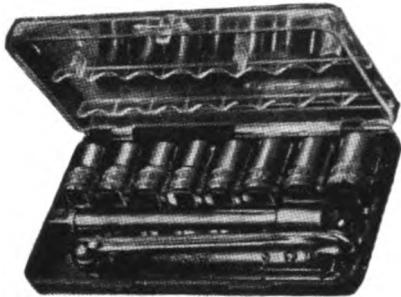
Latest Information on New Hardware Merchandise

(Continued from page 13)

tion, bleeder-type gun has fluid adjustment, fan and round spray nozzles, clamp on cannister and 15 ft. of air hose. *The Campbell-Hausfeld Co.*, Harrison, Ohio.

Socket Wrench Sets

Meteor socket pack socket wrench sets with $\frac{1}{4}$ in. square drive reversible ratchet handle.



Packed in clear-top Sell-e-vision plastic kit, $\frac{3}{4}$ in. thick. Pocket size, $2\frac{1}{2} \times 4\frac{1}{2}$ in. snap closing case. Ten piece set includes $\frac{1}{4}$ in. square drive, reversible ratchet, 4 in. extension $3/16$, $7/32$, $\frac{1}{4}$, $9/32$, $5/16$, $11/32$, $3/8$, $7/16$ in. sockets. Finished in chrome plated alloy steel. Built-in spring loaded ball retainer on handle and extension. *Meteor Mfg. Corp.*, 1441 Main St. Buffalo, 9, N.Y.

Plastic Hot House

Beco warp-proof plastic hot house has clear glasslike top to slow evaporation. Proper ventilation assured by louver-type dormer openings in roof. Hot



house has 2 in. base, allowing room for deep soil bedding. Top lifts off. Base available in red, yellow or metallic bronze color. Unit $7\frac{3}{4}$ in. by $5\frac{1}{8}$ in. and 6 in. high. Retail: 98 cents. *Bernard Edward Co.*, Chicago 32, Ill.

Drip Coffee Maker

Cofryte automatic drip coffee maker, twin bowl type with separate heating elements in both upper and lower sections. Upper section equipped with a Temp-ryte flow valve controlled by water temperature. Adjustable thermostat on lower bowl element keeps coffee at desired tem-



perature. Finished in chrome. Retail: \$32.50. *Dulane, Inc.*, 8550 W. Grand Ave., River Grove, Ill.

Electric Dishwasher

G.E. automatic electric dishwasher washes and dries up to 100 pieces of china, glassware and cutlery in less than 30 minutes. Features four improvements: preliminary power rinse; wash-action regulator, permits uniform washing of full and part loads of dishes; electric heating element in bottom of tub maintains wash and rinse waters at most efficient temperature. Same heating element reduces dish drying time to 15 minutes. Four models. Retail: \$234.95 to \$369.95. *General Electric Co.*, 1285 Boston Ave., Bridgeport 2, Conn.

Evinrude Outboard Motor

Big Twin outboard motor develops 25 hp with 85 lb. weight. Spark and throttle are synchronized with twist grip control carried to end of steering handle. Separate Cruis-a-Day tank. Powerhead is twin cylinder, alternate firing type. Displacement 35.7 cu. in. Will throttle smoothly



down to normal trolling speed. Retail: \$350. *Evinrude Motors*, Milwaukee, 9, Wis.

Jointed Revolver Rod

Marble's jointed revolver rod handle is a nickel-plated case, $\frac{3}{4} \times 5$ in. containing rod sections, tips and cleaner. Swivel joint prevents rod from parting in barrel. \$1.50. *Marble Arms & Mfg. Co.*, Dept. HA, Gladstone, Mich.

Herbrand Multiscope

Herbrand Multiscope, stethoscope for garage or repair shop use. Source of mechanical trouble can be located by a probe and diaphragm insulated against elec-



(Continued on page 107)

Swan leads again WITH AMERICA'S FASTEST-SELLING GARDEN HOSE

INDIVIDUALLY PACKAGED COILS FOR EASY WINDOW, FLOOR, OR COUNTER DISPLAYS!



Every coil of Swan rubber and plastic hose is now individually packaged in a colorful self-displaying package which identifies the style, type and construction features of the hose, and holds it securely upright for quick and easy floor, window or counter displays without need of easels or other supports!

A complete sales message on each package helps customers sell and serve themselves; helps retail salesmen make more Swan sales.

For mass store displays, Swan packaged coils fit perfectly into shelves, or hang on side hooks of famous Swan Merchandiser, of which more than 20,000 are now in use!

Swan merchandisers are still available through Swan jobbers at only \$5.00 F.O.B., Cleveland, Ohio.



SWAN GREEN—GUARANTEED 15 YEARS!

Here's the finest garden hose money can buy. This full $\frac{3}{8}$ -inch hose has smooth, tough inner tube reinforced with two braids of heavy rayon cord. Beautiful green cover of wear-resisting Neoprene, and nickel-plated MAXIVOLUME coupling. Guaranteed to withstand all city water pressure.

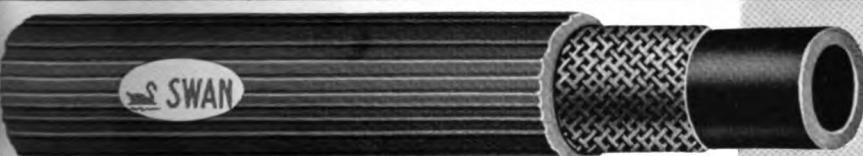
NO.	COLOR	SIZE	PACKAGING	SHIPPING UNIT	WT.
27	Green	Full $\frac{3}{8}$ -Inch	25-ft. coil coupled 50-ft. coil coupled 250-ft. coil uncoupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 1 coil per 250-ft. bale	42 lbs. 80 lbs. 80 lbs.



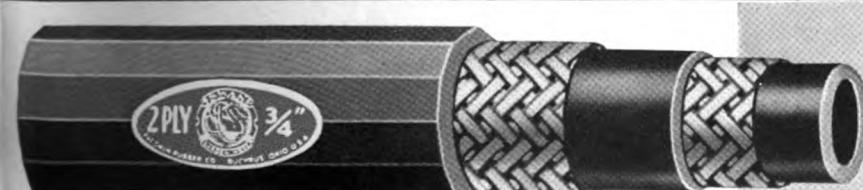
NO.	COLOR	SIZE	PACKAGING	SHIPPING UNIT	WT.
38	Red	Full $\frac{3}{8}$ -Inch	25-ft. coil coupled 50-ft. coil coupled 250-ft. coil uncoupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 1 coil per 250-ft. bale	36 lbs. 70 lbs. 70 lbs.



NO.	COLOR	SIZE	PACKAGING	SHIPPING UNIT	WT.
50	Black	Full $\frac{3}{8}$ -Inch	25-ft. coil coupled 50-ft. coil coupled 250-ft. coil uncoupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 1 coil per 250-ft. bale	36 lbs. 70 lbs. 70 lbs.



NO.	COLOR	SIZE	PACKAGING	SHIPPING UNIT	WT.
03	Black	Full $\frac{3}{8}$ -Inch	25-ft. coil coupled 50-ft. coil coupled 250-ft. coil uncoupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 1 coil per 250-ft. bale	32 lbs. 62 lbs. 62 lbs.



NO.	COLOR	SIZE	PACKAGING	UNIT BALE	WT.
205	Black	Full $\frac{3}{4}$ " and 1"	25-ft. coil coupled 50-ft. coil coupled	10 coils per 250-ft. bale 5 coils per 250-ft. bale	1"-130 lbs.

SWAN BLACK—GUARANTEED 5 YEARS!

A full $\frac{3}{8}$ -inch hose with a single braid of light rayon cord, and a good looking black cover of Neoprene. Solid brass MAXIVOLUME coupling. Guaranteed to withstand all city water pressure.

SWAN NO. 703 BLACK

Swan No. 703 full $\frac{3}{8}$ -inch inside diameter black is a special leader hose built for price purposes. Has a smooth seamless inner tube reinforced with a strong body of hose yarn to which is vulcanized a tough wear resisting natural rubber cover coupled with brass couplings.

SWAN TWO BRAID INDUSTRIAL HOSE

A full $\frac{3}{4}$ -inch special purpose, extra heavy duty industrial type hose for estates, golf courses, greenhouses, etc. Has two braids of heavy rayon cord, thick Neoprene cover, and patented Swan MAXIVOLUME coupling. Guaranteed to withstand all city water pressure.



Introducing

Plasite ... SWAN'S NEW
ALL-PLASTIC Garden Hose
GUARANTEED IN WRITING FOR 5 YEARS!

Swan now offers hardware merchants Plasite—Swan's new all-plastic Garden Hose bearing the Swan trade mark, and Swan's written guarantee. Plasite is not just another plastic garden hose. It has certain merits which, we believe, will make it the leader in the plastic hose market in the years to come!



NO.	COLOR	PACKAGING	UNIT SHIPPING CARTON	WT.
150	Plasite Green	25-ft. coil coupled 50-ft. coil coupled 75-ft. coil coupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 3 coils per 225-ft. carton	23 lbs. 45 lbs. 40 lbs.

SWAN *Plasite* NO. 150

This beautiful green all-plastic hose is so light that a child can handle a large coil with ease. Has smooth, mirror-like finish. Will not fade, crack or rot—cleans easily with a damp cloth. Equipped with Swan's nickel-plated MAXIVOLUME coupling especially designed for Swan Plasite hose to help minimize leaking or tearing loose at couplings. Guaranteed to withstand all city water pressure. Coils individually packaged in self-display package for easy floor, counter, or window displays!

Swanite the REINFORCED PLASTIC Garden Hose
NOW GUARANTEED IN WRITING FOR 10 YEARS



NO.	COLOR	SIZE	PACKAGING	UNIT SHIPPING CARTON	WT.
857	Green	Full ½ Inch I.D.	25-ft. coil coupled 50-ft. coil coupled 75-ft. coil coupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 3 coils per 225-ft. carton	26 lbs. 50 lbs. 45 lbs.

NO.	COLOR	SIZE	PACKAGING	UNIT SHIPPING CARTON	WT.
867	Green	Full ¾ Inch I.D.	25-ft. coil coupled 50-ft. coil coupled 75-ft. coil coupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 3 coils per 225-ft. carton	33 lbs. 65 lbs. 58 lbs.



NO.	COLOR	SIZE	PACKAGING	UNIT SHIPPING CARTON	WT.
858	Red	Full ½ Inch I.D.	25-ft. coil coupled 50-ft. coil coupled 75-ft. coil coupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 3 coils per 225-ft. carton	26 lbs. 50 lbs. 45 lbs.

NO.	COLOR	SIZE	PACKAGING	UNIT SHIPPING CARTON	WT.
868	Red	Full ¾ Inch I.D.	25-ft. coil coupled 50-ft. coil coupled 75-ft. coil coupled	5 coils per 125-ft. carton 5 coils per 250-ft. carton 3 coils per 225-ft. carton	33 lbs. 65 lbs. 58 lbs.



Colorful, individually packaged coils of Plasite and Swanite with a strong selling message, will stand in upright display position in windows, on counters, or floors, without need of easels or other supports! They also fit perfectly in shelves or hang on hooks of the famous Swan Merchandiser. Merchandisers are still available through Swan jobbers at only \$5.00 F.O.B. Cleveland, Ohio.



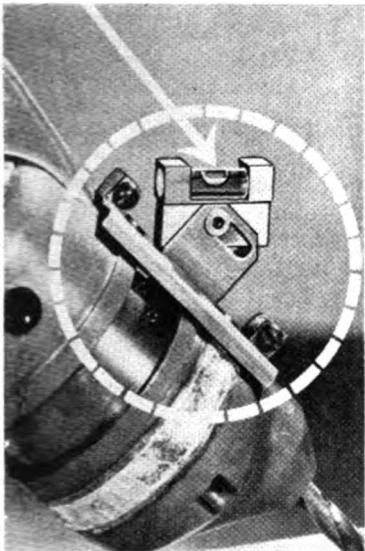
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WHAT'S NEW

tric shock by a crystal-blue Tenite plastic handle. Probe is stainless steel, diaphragm Swedish steel and diaphragm housing aluminum. Handle resists oils and grease. *The Bingham-Herbrand Corp.*, Fremont, Ohio.

Drill Level Attachment

Midget Ken-Drill aluminum level attachment for electric hand drills with slotted base 3 in. long, 1½ in. wide. From center of base rises a slotted holder with hand set screw containing a 1 ¾ in. protected bubble-level unit that can be set at any angle to 90 deg. Can be mounted on any electric



or pneumatic drilling machine. Retails \$5. *Singer Kennedy Corp.*, 21 E. Van Buren St., Chicago 5, Ill.

Youth Chair

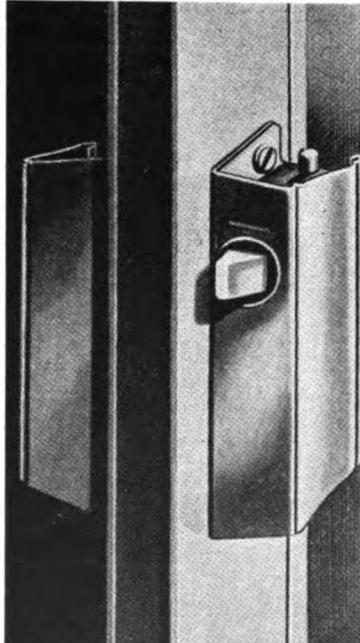
A recent issue described the bar stool made by Hamilton while the youth chair was illustrated. Shown is the bar stool. Model 3-F features circular rungs of tubular steel. Frame is of heavy gage tubular steel construction with all edges rounded. Each leg is fastened with bolts and sheet metal screws. Deep-padded revolving seat is 30 in. high, 14 in. in diameter and 6 in. deep, filled with five NoSag furniture springs. Seat turns on 25 ¾ in. ball bearings separated by sound-absorbent spacers. Wash-



able plastic Duran upholstery resistant to staining or fading from water, grease, alcohol or common foods. Available in choice of five colors. Finished in chromium. *Hamilton Mfg. Co.*, Columbus, Ind.

Door Catch

Snug-Tite, 540 screen and combination storm door catch with separate locking dead bolt. Fits doors of any thickness; reversible without disassembly. Dual action nylon latchbolt. Available in Alumilited aluminum, brass or aluminum lacquer on Parkerized steel. Touch closing. Retails: \$1.30-\$1.60, depending on finish. *The Engineered Products Co.*, 129 Smith St., Flint 4, Mich.



Shelvador Refrigerators

Crosley automatic defrosting system included in five models of the eleven 1951 Shelvador refrigerators defrosts the freezer plates at 24 hr. intervals without affecting frozen foods, ice cream or cubes in freezer. Refrigerator can be placed on manual control. When unit is set for automatic operation timer turns off refrigerating mechanism and turns on heating elements at 3:00 a.m. daily. Operation takes two to 10 minutes. *Crosley Division, Avco Mfg. Corp.*, Cincinnati, Ohio.

Spray Spot Remover

Spray-Kleen spot remover permits feather cleaning soiled article without leaving a ring. Removes oil, grease, tar, adhesive and gum. Can safely be used on



color fast fabric, upholstery, linens or clothes. Packaged in 6 oz. dispenser, 98 cents and 12 oz. size, \$1.69. *Bostwick Laboratories, Inc.*, Bridgeport 5, Conn.

Electric Drill

Fasco ¼ in. electric drill for the home and craft market with ¼ in. capacity in metals and ½ in. in wood. Features: Jacobs geared chuck; double reduction gearing, heavy duty motor. Retail: \$27.50. Two-way trigger switch is held in operating position by finger pressure or, when mounted in stand, can be locked. Twenty-one piece accessory tool kit includes 7 piece carbon drill bit set. Retail: \$12.95. Portable circular saw has 4 in. chrome nickel alloy blade. Cuts rip or

A STREAM of profits will SPRAY your way from FAUCET-QUEENS day after day!



A flick of
the finger
gives

SPRAY OR STREAM

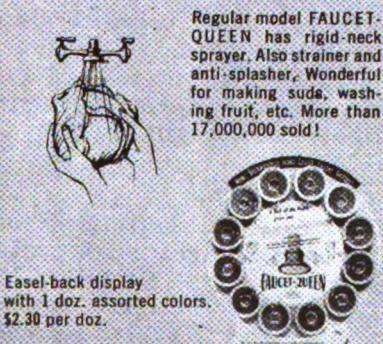
Every home with running water needs this nationally advertised Kitchen Helper...now made 2 ways:

1. FLEXIBLE TYPE retails for 39¢



Prize-winning display with 1 doz. assorted colors.
\$3.10 per doz.

2. REGULAR MODEL retails for 29¢



Order Now From Your Jobber

FAUCET-QUEEN

THE FAUCET-QUEENS, INC.

119 W. Hubbard Street, Chicago 10, Ill.

WHAT'S NEW

cross cut to 1 1/8 in. and saws 2x4's in two cuts. Retail: \$6.95. Drill press, rigid stand, converts drill into precision bench tool.

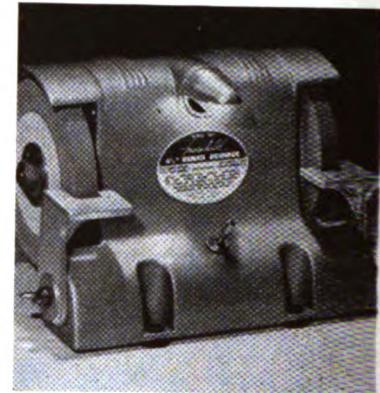
falling out of the block. Retails: \$9.95. *Imperial Knife Co., Inc.*, 1776 Broadway, New York City 19.

Bench Grinder

Fairchild 1/12 hp. bench grinder features work light, adjustable post rests and 4 1/2 in.



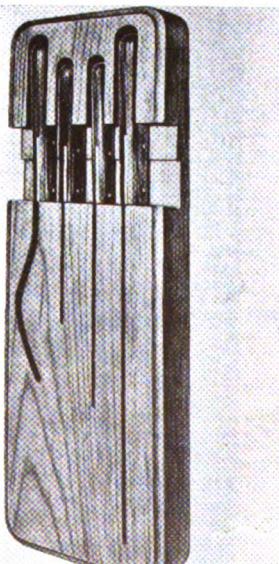
Retail: \$11.95. Three combination offers: No. 1, 1/4 in. drill, 21 piece accessory kit and saw, \$47.50; No. 2, drill and kit without saw, \$34.95; and No. 3, bench drill press, \$9.95. *Fasco Industries, Inc.*, Rochester, N. Y.



balanced wheels. Streamline tool retails at \$15.95. *Fairchild Industries, Inc.*, 110 Main St., Burlington, Vt.

Stainless Steel Cutlery

Wall Rak Imperial Veri-Sharp stainless steel cutlery set. Features four most commonly used kitchen cutlery pieces in a block of hand-rubbed hardwood. Knife blades of hardened and tempered high carbon stainless steel, sabre-ground. Handles of Pakkawood, flame and acid resistant material. Safety slots prevent knives from



Reo Royale



Royale de luxe power mower retains the 21 in. cutting width, but has stepped up power in the 1 3/4 h.p. 4 cycle engine. Equipped with automatic re-wind starter. Wheels have Neoprene seal. Handles reshaped and strengthened; retain spring suspension and adjustable feature. Cutting blade

SEASONED HICKORY HANDLES

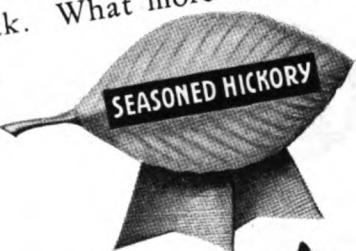
Get Acquainted With "SEASONED HICKORY" HANDLES!

Check these advantages against other tool handles, and you'll order "SEASONED HICKORY."

QUALITY—Selected second growth Appalachian Hickory of uniform quality expertly finished by personnel with two decades of experience . . . graded up to a quality standard—not down to a price!

PRICES—Our prices are competitive, and you're assured of selling a quality product that makes and keeps customers.

GUARANTEE—We unreservedly guarantee every Fleischmann "SEASONED HICKORY" Handle, regardless of grade, against warping, wood-eating beetles, or deterioration while in the customer's stock. What more could you ask for? Write us.



Fleischmann Handle Company

Tower Building

Baltimore 2, Maryland

Plant: Rocky Mount, Va.

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Frosty fingers will help you sell

WORK GLOVES



O. SO GLOW

Br-r-r! Almost before you know it, cold hands will start grabbing for work gloves! So stock up quick, Mister, and get your share of the profitable glove biz. The BOSS line includes patterns, wrist or cuff styles for every job requirement! Seven completely stocked BOSS warehouses to give your wholesaler overnight service . . . For pictures of the complete line, and folder on "How To Sell More Work Gloves", ask your wholesaler or send the coupon below.

* Buy  THE BEST KNOWN NAME IN WORK GLOVES

Buy  IT'S EASIER TO SELL THE LEADER

Buy  A GLOVE FOR EVERY JOB

Free Dealer Helps—Ask your wholesaler or mail coupon

The Boss Manufacturing Company
Kewanee, Illinois

Gentlemen: Please send me illustrated Catalog and folder "How to Sell More Work Gloves".

NAME _____

ADDRESS _____

CITY _____ STATE _____

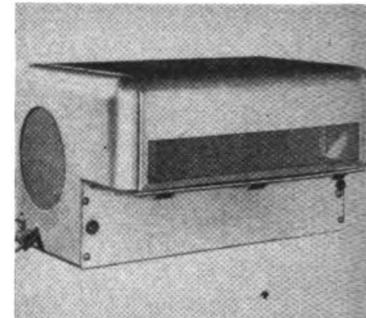
My favorite wholesaler _____

WHAT'S NEW

aligned to reel so it can't be jarred out of position while operating. *Reo Motors, Inc., Lawn Mower Division, Lansing 20, Mich.*

Fire Heat Booster

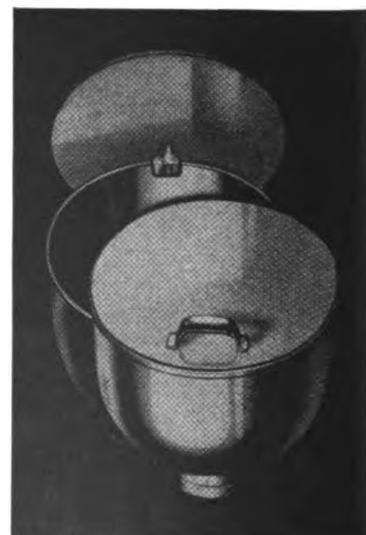
Fire heat booster accessory for use with vented circulating heaters of gravity type. Made to accelerate warm-air circula-



tion in hard-to-heat rooms. Directs heat into living zone of room. Can be attached to most circulators with top grille, oil, gas, wood or coal fired. In hot weather unit circulates fresh air. Shatterproof constructed cabinet. Intakes, and full length air outlet covered with mesh wire cloth. Retail: \$29.95. *The Ohio Foundry & Mfg. Co., Steubenville, Ohio.*

Milk Strainer Cover

Hook-On strainer cover can be handled with one hand by sliding cover backward to open. As cover slides back, hook slips over



Another Snell Step
In Your Direction

KUTTER KAPS Keep Snell Bits "Good and Sharp"

Thanks to Snell's exclusive "Kutter Kaps", you can now PERMANENTLY protect the sharp cutting edges and screw points of Snell Auger Bits. Molded of tenite, these rugged "Kutter Kaps", put on firmly with only a quarter turn, offer complete protection against the most common causes of damage to points and edges—a bit falling from the work bench to the concrete floor, or striking another tool when thrown into the tool box. There's a Snell "Kutter Kap" for each Snell Bit—marked plainly for size. Cost? Only a few pennies extra.

Drop a "Kutter Kapped" Snell Bit on concrete. Watch it bounce without any damage to cutters and screw.

"Kutter Kaps" can be put on or removed in a jiffy.

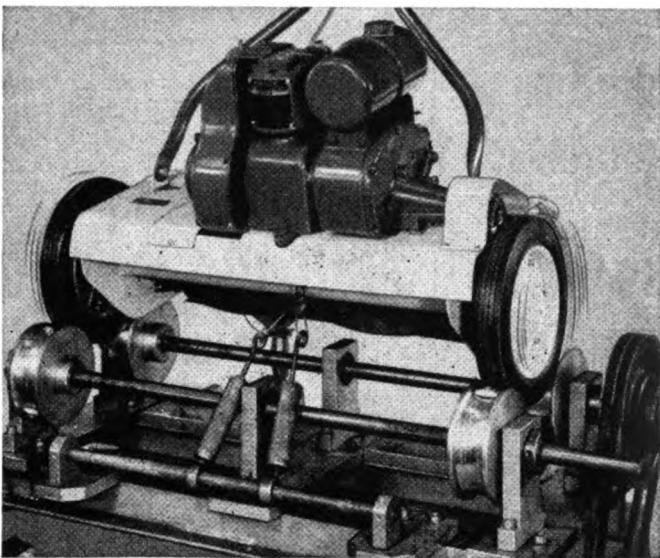


SNELL
Manufacturing Co.
WORCESTER, MASSACHUSETTS
FACTORY: FISKDALE, MASS.



"Kutter Kaps" are available in all sizes from $\frac{1}{4}$ " through 1", $1\frac{1}{4}$ " and $1\frac{1}{2}$ ". Clearly marked sizes on each "Kutter Kap" make it easier to spot the bit you want.

Proof of **PINCOR** Quality



Mower **MURDER**

This Pincor testing machine can tear a power mower to pieces in three minutes—if it's not built to stand the gaff.

What "gaff" means: The mower being tested is run at speeds high above any it will hit in normal mowing service. Big hobs at the wheels set up terrific vibration—shaking the daylights out of the entire mower. Then—SOCK!—the machine throws the mower into reverse—so fast the eye can't see it done!

Such tremendous strains and stresses will never be met by a mower in normal use. But until a new Pincor model proves it can take hours and hours of this punishment, it can't reach the Pincor production line.

Good example: In the jaws of this "Murder Machine," ordinary power mowers go to pieces in three or four minutes.

With Pincor all-steel, all-welded construction, reel blades and bed knife hardened by Pincor's specially developed process and a host of other long-life features, a Pincor power mower has withstood NINE HOURS of this concentrated abuse. This is equal to approximately nine years of normal use.

No wonder—when you sell a Pincor, IT STAYS SOLD!

Now you can get Pincor power mowers through your wholesaler

PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corporation
5841 West Dickens Avenue • Chicago 39, Illinois
POWER LAWN MOWERS • HAND LAWN MOWERS • ELECTRIC TRIMMERS
GASOLINE ENGINES • ELECTRIC GENERATING PLANTS • GENERATORS
BATTERY CHARGERS

Mail the
coupon now
for complete
information

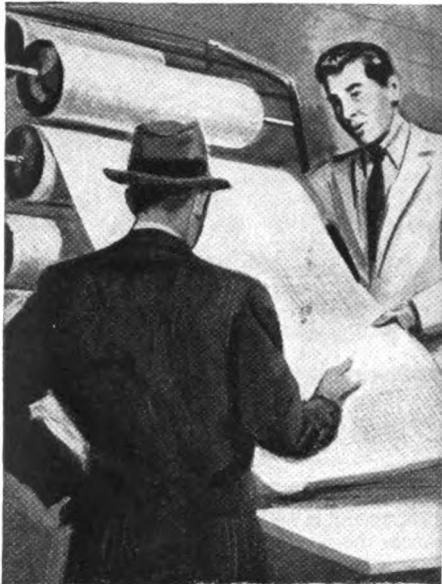
Pioneer Gen-E-Motor Corp., Dept. HA 105
5841 West Dickens, Chicago, Ill.
Without obligation, tell me more about Pincor's great
power mower line for 1951.

Name.....
Company.....
Street and Number.....
City.....
State.....

BOOST SALES

with improved ALUMINUM
wire insect screening...

ROEBLING-ALCLAD



YOU'VE TWO winning arguments with Roebling-Alclad improved aluminum wire screening . . . it lasts longer and it's non-staining! And because it's tops for service you'll find it tops for sales and profit. Order Roebling-Alclad from your jobber . . . it comes in 100 ft. rolls, in all standard widths.

The Roebling line now enables you to sell quality Insect Wire Screening made of Aluminum, Bronze and Zintex, plus a full range of Galvanized Hardware Cloth in both standard and heavy grades.

Mail coupon today for the complete story on Roebling-Alclad.

FOR INSECT SCREENING . . .

Today it's Roebling!

WOVEN WIRE FABRICS DIVISION

JOHN A. ROEBLING'S SONS COMPANY
ROEBLING, NEW JERSEY

Woven Wire Fabrics Division
John A. Roebling's Sons Co., Roebling, N. J.
Gentlemen: Please send me complete data on
Roebling-Alclad Aluminum Wire Insect
Screening and name of my nearest jobber.

Name.....

Company.....

Address.....

City..... State.....

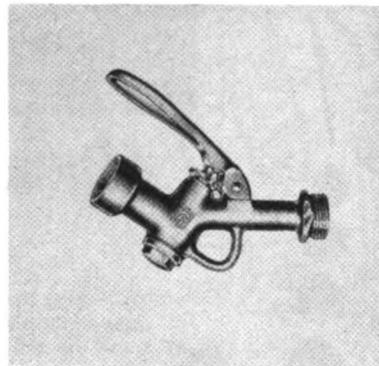
A CENTURY OF CONFIDENCE

WHAT'S NEW

edge of strainer, hanging it to side rim. Cover fits most strainers up to 15 in. diameter. Cover is tinned and retinned, all welded. *The Geuder, Paeschke & Frey Co.*, Milwaukee, Wis.

Hose Shut-Off

Self-closing hose shut-off, No. 139 of cast brass with valve mechanism providing instantaneous control of water flow.



Equipped with $\frac{3}{4}$ in. hose thread, both ends. Shut-off furnished in sand blasted brass finish. Available in merchandising display carton containing three pieces. *H. B. Sherman Mfg. Co.*, Battle Creek, Mich.

Tandem Disc-Harrow

Ferguson lift-type tandem disc harrow features hydraulic lift and finger tip control. Harrow achieves flexibility through independent flotation of each gang and independent angling between front and rear gangs. Harrow frame made of tubular steel with ball type pivots. Bumper attachments available for outer end of each rear gang. Harrow available in 7 and 8 ft.



Look

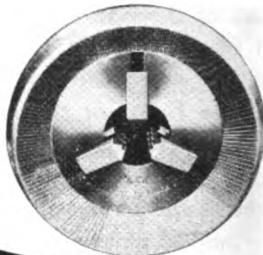
to

OSTER **OSTER**



Oster No. 582 "TOM THUMB" is built to give you top quality threading at low cost. Spindle, shafts and worm are mounted in BALL BEARINGS. That assures uniformly smooth power without friction. Other features make this the fastest portable threader on the market. In addition . . .

Only
OSTER
offers
you . . .



"Auto-grip"

Automatic
in gripping
Action

The NEW front chuck
that revolutionizes
chucking.

A quick spin of the "Auto-grip" hand wheel brings the powerful chuck jaws in contact with the pipe. Then the operator starts the machine. The jaws grip the pipe automatically. The TOUGHER the pull—the TIGHTER the grip! You get easier, faster, safer chucking with "Auto-grip".

Write for new catalog on Oster "TOM THUMB" 2" pipe machines.

THE OSTER MANUFACTURING CO.
2028 EAST 61st STREET • CLEVELAND 1, OHIO

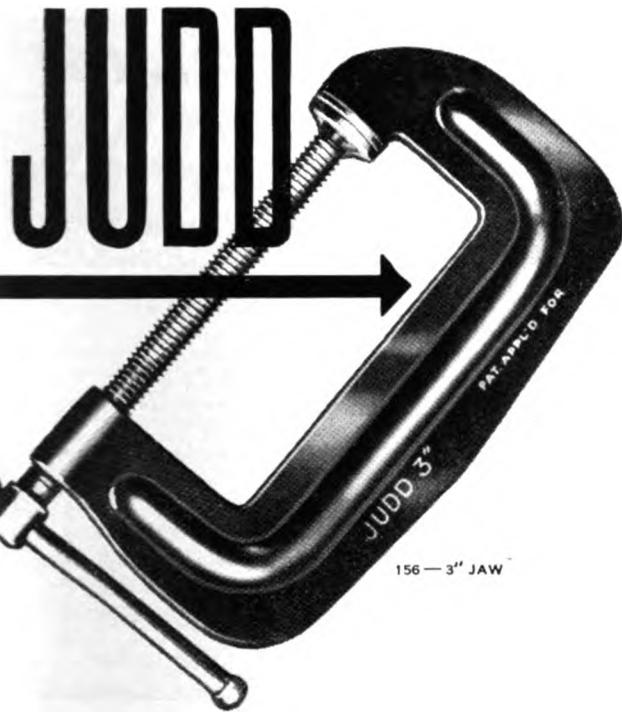
NOTICE

To Present Owners of Oster No. 422 POWER VISE STANDS

You can equip your machine with the
new "AUTO-GRIP" speed chuck!

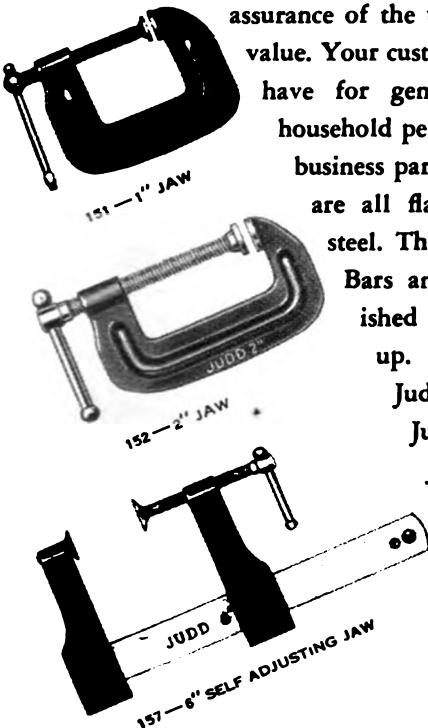
Liberal allowance on your present chuck.
Ask your Oster Distributor or write us.

OSTER



WROUGHT STEEL CLAMPS

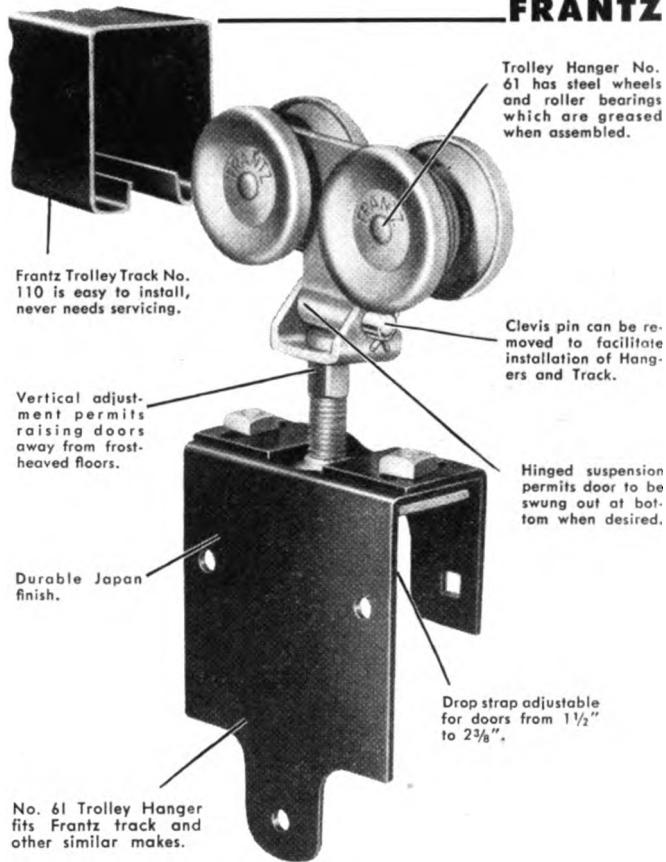
The name of Judd on a clamp is your assurance of the ultimate in clamp value. Your customers know it . . . have for generations. They're household pets in all sizes. The business parts of Judd clamps are all flame red wrought steel. They stand the gaff. Bars and screws of polished steel to doll them up. Carry plenty of Judd clamps in stock. Just a suggestion . . . Judd clamps make a good promotion item . . . and they display well.



H. L. JUDD COMPANY
WALLINGFORD • CONN.

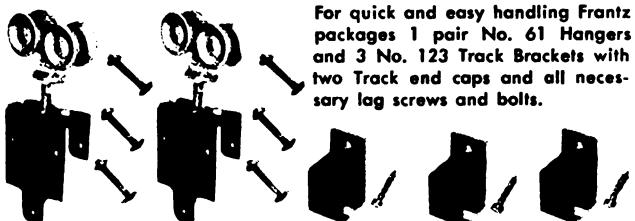
87 CHAMBERS STREET, NEW YORK 7

FOR EXTRA QUALITY TROLLEY TRACK and HANGERS by FRANTZ



● For weather protection and easy operation you can't beat the Frantz Trolley Track and Hanger combination. And you'll find, as in all Frantz Products, many points of superiority when you make comparisons with similar equipment of other brands. It's the "extras" Frantz offers that make selling easier and satisfaction greater. Write for full information and prices.

AVAILABLE AS PACKAGED SET NO. 62



For quick and easy handling Frantz packages 1 pair No. 61 Hangers and 3 No. 123 Track Brackets with two Track end caps and all necessary lag screws and bolts.

FRANTZ
GUARANTEED BUILDERS HARDWARE

FRANTZ MANUFACTURING CO., STERLING, ILLINOIS

Digitized by Google

**How to
Make friends
Increase sales
Protect your profits**



**Send for this new
1950 X-acto Catalog—
it's **FREE****

- Sell a hobbycrafter the tools that help him turn out a better job, and he'll keep coming back for more.
- X-acto dealers will tell you, one X-acto sale leads inevitably to another . . . because every job well done whets the craftsman's appetite for bigger and more complicated projects.
- Knife sets, tool chests, craft kits . . . X-acto gives you *everything* to sell a beginner and help him develop into an expert craftsman.
- Send today for the new 28-page catalog of the complete X-acto line. Start now to make friends and build sales and year-round profits with X-acto — America's No. 1 Hobbycraft Line. Fair-traded to protect your profits.

x-acto

HOBBYCRAFT KNIVES, TOOLS & KITS

To retail from 50¢ to \$50

Reg. U. S. Pat. Offce

Alfred Field & Co.
(Manufacturer's Agents in the Hardware Field)
93 Chambers Street, New York 7, N. Y.

Please send me complete information on X-acto Knives, Tools and Kits.

NAME _____

ADDRESS _____

CITY & ZONE _____ STATE _____

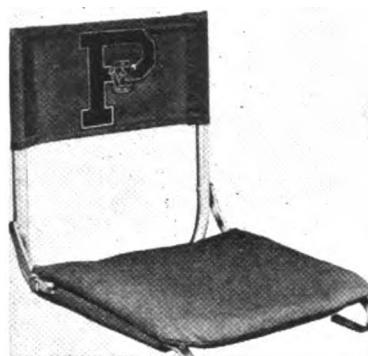
My jobber is _____

WHAT'S NEW

sizes with round and cutaway discs of 16 and 18 in. diameters. *Harry Ferguson, Inc.*, 3639 E. Milwaukee Ave., Detroit 11, Mich.

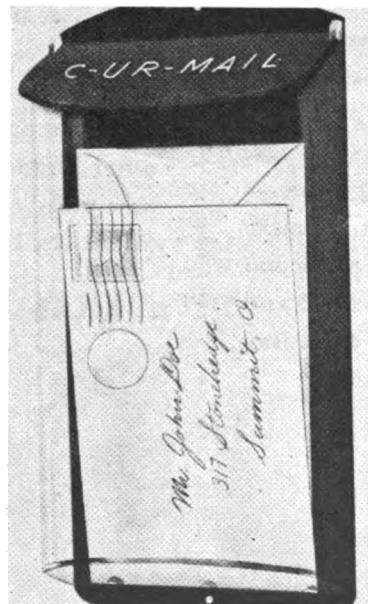
Aluminum Stadium Seat

Stadium seat features aluminum frame, reinforced with steel; colored vat-dyed canvas backrest and padded seat. Weighs



2½ lbs. Supports person of any weight. Folds for carrying, is waterproof and weatherproof. Retail: \$8.95. *All-Luminum Products*, 43 N. Third St., Philadelphia, Pa.

Plastic Mailboxes



C-Ur-Mail boxes of weather-proof plastic feature—large body, full throat, anti-freeze lid, transparent or opaque model. Available in five colors. Transparent front 98 cents, opaque front 98

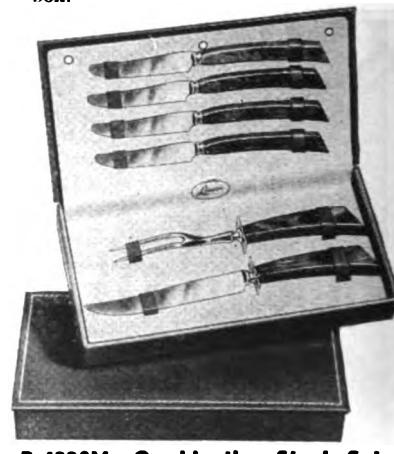
Lamson
SINCE 1837

CUTLERY

**GIFT PACKAGED AND PRICED
TO BRING YOU MORE SALES**

"Master" Matching Steak Sets

The most strikingly beautiful sets on the market! Hammer forged—Stainless Steel blades—taper ground—mirror finished . . . gleaming Beautywood handles that keep their brilliant new appearance indefinitely. Handsomely packaged in simulated leather gift box.



**Ps4330M—Combination Steak Set
\$18.00 list.
Others from \$6.00 list.**

CARVING SETS

A complete range of styles and prices. Your customers are sure to want them to use themselves or choose for others.



No. 3743M—Carving Set — Hammer forged—Stainless Steel—mirror finished . . . genuine stag . . . stainless caps . . . lined leatherette case—\$15.00 list.

Others from \$10.00 list.

OTHER LAMSON SETS

Other Lamson Cutlery Sets include Kitchen Sets, Cleaver Sets, Table Cutlery Sets, Bar B Q Sets and Fruit Sets as well as individual pieces for every kitchen need.

Sets from \$2.50 list.

**When you sell LAMSON you sell
"A Product You Can Trust"**

Send for illustrated literature!

LAMSON & GOODNOW

MFG. CO.

Shelburne Falls, Mass.

Hinges



by
GRiffin

For more than 50 years Griffin hinges have been known for their fine materials and workmanship. Griffin hinges are part of a wide variety of light builder's hardware . . . quality produced by Griffin.

Every DOOR NEEDS THREE!

GRiffin-
Manufacturing Company

ERIE • PENNSYLVANIA

SALES OFFICES

48 Warren Street, New York 7, New York
1036 Fargo Avenue, Chicago 28, Illinois
8844 Woodward Avenue, Detroit, Michigan
115 Broad Street, Boston, Massachusetts
703 Market Street, San Francisco 3, California
917 St. Charles Avenue, Atlanta, Georgia
3605½ North Harwood, Dallas, Texas
4234 East 65th Street, Seattle, Washington
708 North President Street, Jackson 6, Mississippi
4000 Mill Creek, Kansas City, Missouri
2611 Garrison Blvd., Baltimore 15, Maryland
1039 Garfield Street, Denver 8, Colorado

IN CANADA
18 Wellwood Avenue, Toronto, Ontario

INCREASE OILER SALES

WITH **EAGLE** SALES-MAKER DISPLAYS



- Opens like a book
- Easy to assemble
- No re-arranging of items
- Oilers visible from all angles
- Colorful and attractive



TRANSPARENT GAY COLORED OILERS IN JEWEL DISPLAY

Eagle Transparent Oilers are fast sellers to housewives who are attracted by their jewel-like appearance. No need for a messy ordinary oiler around the kitchen when an Eagle Transparent Plastic Oiler is available. Colors—ruby, emerald, sapphire and crystal. Good for general purpose oiling around the house. Unaffected by oils or kerosene.

#33 **EAGLE** PUMP OILER DISPLAY



Packaged in a Sales-Maker Display that attracts attention on the counter. Eagle's new #33 Pump Oiler is fast becoming one of the most popular in the Eagle Complete Line. These all-purpose oilers with aluminum bodies and brass spouts pump oil drop by drop or in a full stream. The most economical pump oiler ever offered by Eagle.

See your jobber or write today about the **Eagle Complete Line** of Oilers, Supply and Gasoline Filler Cans.

EAGLE MANUFACTURING COMPANY
Dept. HA 105

Wellsville, West Virginia

ORDER NOW!

The Christmas Season's
BEST SELLERS!



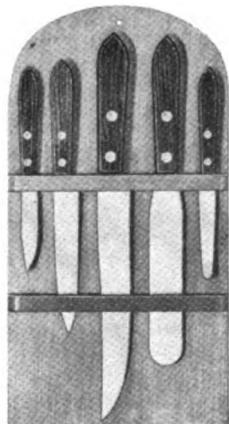
→ BURNS SERRATED EDGE KNIFE SETS

New wider choice of Sets, attractively packaged for gift giving. Every knife cuts swift and smooth — the Serrated Edge never dulls! Prepare now for increased Christmas business with these popular gift items.

NEW!
No. 1450
WALL
RACK

Five popular Burns knives for kitchen use, in a polished wood wall rack. Retail about

\$4.50



NEW!
No. 1800
STEAK
SET

Durable, lovely Pakkawood handles and Burns keen-cutting blades delight any hostess.

To retail about \$8.00

Write for catalog showing complete line of sets at \$2.50 to \$10.00 retail.

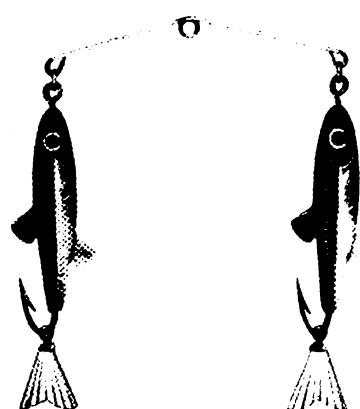
BURNS MFG. CO., Syracuse, N. Y.

WHAT'S NEW

cents. Packed 12 in carton with screws. *C-Ur-Mail, Inc.*, Akron 5, Ohio.

Arbogast Baits

Four Arbogast baits, Twin Liz, $\frac{5}{8}$ oz., illustrated, for school fishing white or black bass. Wobblers with tails spinning. Length $2\frac{3}{4}$ in. No. 1/0 hook, retail, \$1.15. No. 1 Hawaiian wiggler, $\frac{1}{4}$ oz. single spinner, light tackle and spinning outfit. Equipped with small skirt. \$1.15. No. 2 Hawaiian wiggler, $\frac{1}{4}$ oz., shallow running type. Same acting weedless characteristics as No. 2 Hawaiian wiggler, $\frac{5}{8}$ oz. \$1.15. Hula Popper, $\frac{1}{4}$ oz., light tackle and spinning outfit bait. Same action as $\frac{5}{8}$ oz. Hula Popper. Can be plunked, popped, twitched or jerked.



At rest, Hula Skirts live squirming action attract big Bass and other game fish. One No. 3 treble hook. \$1.25. *Fred Arbogast & Co., Inc.*, 313 W. North St., Akron 3, Ohio.

Wild West Outfit

Kilgore Wild West Outfit includes a wide belt, double polythene plastic holster set with two toy cap pistols, plastic cowboy cuffs and plated cowboy spurs. Each packed in three-color gift box. Five sets available; variable being pistol models. Three color combinations. *The Kilgore Mfg. Co.*, Westerville, Ohio.

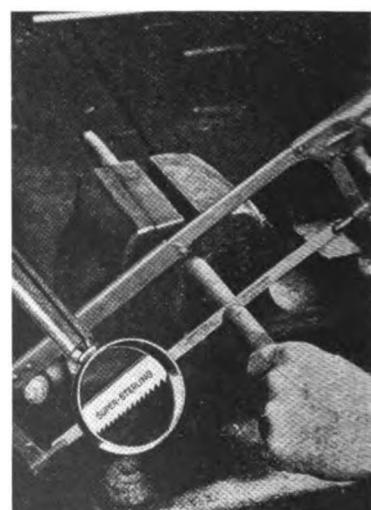
Auto Keys

St. Christopher religious medal auto key blank set for ignition and trunk. Finished in nickel and bronze, hand buffed. Keys



fit most popular car makes. Available on card for \$1, or gift boxed. Reverse side may be engraved with name and license number. Dealer cost, \$5.35 for 12 sets. *Whitlock Corp.*, 17 Warren St., New York City 7.

Hack Saw Broach Blade



Diamond Super-Sterling hack-saw broach blade with graduated teeth. Made of flexible unbreakable molybdenum steel in 10, 12 in. lengths. In both lengths — graduations are from 24 to 20 points and 18 to 14 points from



You Stock It
We'll Sell It!

DOUBLE TROUBLE FOR SOOT! DOUBLE SALES FOR YOU! RED DEVIL SOOT REMOVER SAVES FUEL—GOES FURTHER ...DOES A BETTER JOB FOR LESS

The demand for Red Devil Soot Remover is up 200% to 500% and it's a renowned repeater! You'll get more and more calls—so order NOW from your jobber or write us.

RED DEVIL LIQUID Just add to fuel in oil-burning furnaces, stoves, heaters. Does a 5-way job in oil burning units. (1) Helps remove soot. (2) Cuts down gum and sludge accumulation. (3) Emulsifies water in fuel tank to help prevent rust and corrosion. (4) Increases efficiency in oil burning furnaces, stoves and heaters. (5) Saves many fuel dollars for the consumer. Absolutely harmless to metal.

RED DEVIL POWDER Just sprinkle over fire in coal or wood burning furnaces, stoves, fireplaces—performs with equal efficiency. Vaporized on contact with fire, Red Devil removes soot from fire-pot to chimney top. Helps prevent chimney fires. Conserves fuel. Cuts down floating soot on premises.



FAIR TRADED AT JOBBER
AND RETAIL LEVEL FOR YOUR PROTECTION
Supported with localized advertising
... right in your own home area.
Newspaper mats, envelope stuffers
along with radio and national news-
paper advertising.

	• SIZE	• PACK	• RETAIL PRICE	• LIST PRICE PER CASE	• YOUR COST	• YOUR PROFIT
LIQUID	• Pint	• 12	• 97¢ ea.	• \$11.64	• \$ 6.98	• \$4.66
	• Pint	• 24	• 97¢ ea.	• 23.28	• 13.97	• 9.31
	• Quart	• 12	• \$1.77 ea.	• 21.24	• 12.74	• 8.50
	• Gallon	• 4	• 6.17 ea.	• 24.68	• 14.81	• 9.87
POWDER	• 12 oz.	• 24	• 40¢ ea.	• \$9.60	• \$5.76	• \$3.84

Midwest and Eastern from nearby Chicago

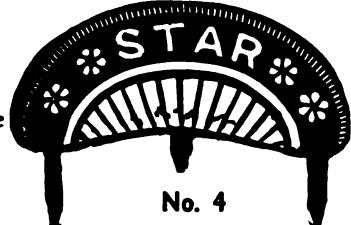
ORDER FROM YOUR BROKER OR JOBBER

IF UNAVAILABLE CONTACT

MARINE ELECTROLYSIS ELIMINATOR CO., 617 Dearborn St., Seattle 4, Wn.

STOCKED BY ALL LEADING JOBBERS!

GUARANTEED SAFE — NON-EXPLOSIVE!



No. 4

Meet The Increasing Demand

Most shoes wear out quicker on the heels than any other part. Star Heel Plates are made to save wear on the heels and DO it. The "DO" is the reason for the increasing demand.

STAR HEEL PLATES

have been the best known and most satisfactory heel plates for many years. They are the most profitable to handle. Sizes: 000 to 6.

**GET YOUR SHARE OF THE DEMAND
BY ORDERING IN A STOCK TODAY
AND BE READY TO SUPPLY YOUR
CUSTOMERS**

STAR HEEL PLATE CO.
NEWARK, NEW JERSEY

Sheffield
Brings You The BEST
in **OIL
COLORS**

WITH THE COLORFUL DISPLAY CABINET THAT SELLS MORE OIL COLORS FOR YOU ON SIGHT. COLORFUL TINTING CHART ON CABINET SHOWS THE DOZENS OF SPECIFIC TINTS RESULTING FROM VARIOUS COMBINATIONS OF OIL COLORS AND WHITE.

Here's the greatest deal in the world in oil colors! The very finest quality oil colors... in a complete range of colors... all triple ground in pure linseed oil... all FULL STRENGTH... and at popular prices! Get this display cabinet... and watch your oil color sales zoom up!

Sheffield Bronze
PAINT CORPORATION
CLEVELAND 19, OHIO



SHELBY HELPS YOU SELL

Here's a new silent salesman counter display that does an outstanding selling job in only 6 x 9 inches of counter space — holds twelve neatly boxed products. The striking colors of the display boxes catch customers' eyes and graphically tell how Shelby Spring and Chain Door Stops stop the **CRASH** of storm and screen doors.

Shelby Spring and Chain Door Stops give complete wind damage protection for screen and storm doors. The chain, which is heavier and stronger than ever before, keeps doors from opening more than 90°, and the compression spring absorbs the jar. Door, glass, and hinges are saved.

Shelby's Spring and Chain Stop is a sure stop for doors — Shelby's display is a sure stop for customers.

Just put a display box on your counter and see how they'll sell — every home needs them.

Order from your jobber, now!

The
SHELBY Spring Hinge Company
 Shelby, Ohio

WHAT'S NEW

one cutting end to the other. *Diamond Saw Works, Inc.*, Buffalo, N. Y.

Kitchen Accessories

Three Rubbermaid kitchen accessories, 21 x 24 in. drainboard tray, bottom-sink mat, two sizes, double sink 12 x 14 in., \$1.69,



and single sink type, 13 x 16 in. at \$1.89. Handimat-Cutting board, two sizes, fit divided burner and side burner stoves. One side has nick-resistant flat cutting board, other ridged protective surface for hot pans. Retail: \$2.79 and \$3.79. All color-fast. *The Wooster Rubber Co.*, Wooster, Ohio.

Sand-'N-Polish Kit

Arco Sand-'N-Polish kit converts all Arco saws into a right angle sander and polisher. Swivel action between drill chuck and gear box permits freedom of use at any angle on every surface. Kit consists of a 5 in. flexible molded rubber head, 5½ in. lambswool polisher, sanding



BIG CUT!



"California Reversible" for heavy work in the big woods



They Cut Longer Between Sharpenings

"Carpenters' Export" speeds construction jobs



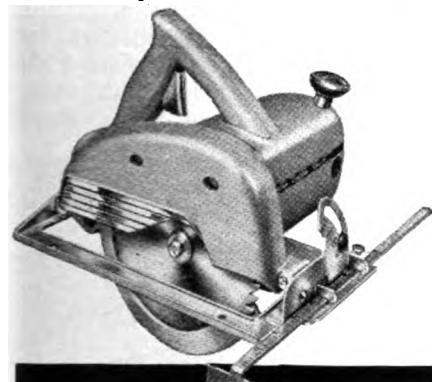
Since 1826, this trademark has represented the best in axes

COLLINS
 Axes and Hatchets

The Collins Company, Collinsville, Conn.

Display The Saw That Sells on Sight!

Consistently Advertised NATIONALLY



ZEPHYR
POWER SAW
ONLY **\$39.95** Retail Price
Model 625
Portable Electric
Hand Saw

... with these big sales
and performance features!

Weighs only 10½ pounds
Angular Adjustment 90° to 45°
Depth of Cut 0" to 2½"
Graduated Ripping Guide
Plus many others

It's designed by experts for easy, fast, precision work. It has perfect balance for one-hand operation, plus plenty of power. Streamline design with motor drive to blade through precision-cut bronze helical gears. Air baffle clears sawdust from line of cut. Safety guard keeps blade covered when not cutting — automatic return. Complete with 6 ¼" combination blade; 10-foot, rubber-covered, 3-wire (with ground wire) cord and plug. Other types of blade available.

Beautiful hammeroid-finish, **\$6.95**
steel carrying case, extra ...

SEND TODAY. Get new 16-page catalog with full information on the complete line of Portable Electric Tools for farm, home, and shop.



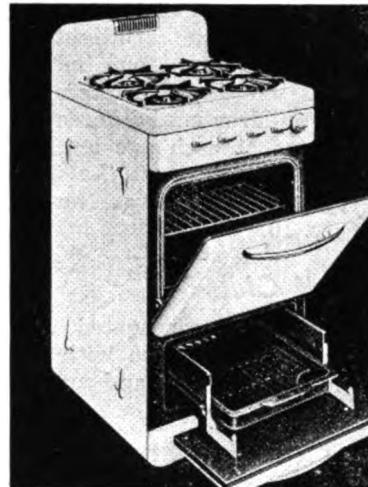
PET
PORTABLE ELECTRIC TOOLS, INC.
332 West 83rd Street, Chicago 20, Illinois
In Canada: 369 Danforth Avenue, Toronto 13

WHAT'S NEW

disc, hexagon adapter, small bottom plate for Arco-Saw gear box and ¼ in. adapter for use in every electric drill chuck. Arrow Metal Products Co., 140 West Broadway, New York City 13.

Small Kitchen Stove

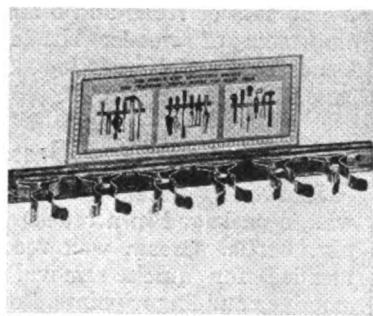
Compacto 21 in. four-burner gas range for apartments, small kitchens. Includes standard fea-



tures of the most expensive models, including Flavor-Savor dual burners with replacement guaranteed for life of range. Observer oven window and interior oven light optional. Caloric Stove Co., Philadelphia, Pa.

Adjustable Holder

Finger grip adjustable holder for parking things in home, workshop, kitchen, garage. Unit comprises six spring steel clips on hardwood base 15 in. long.

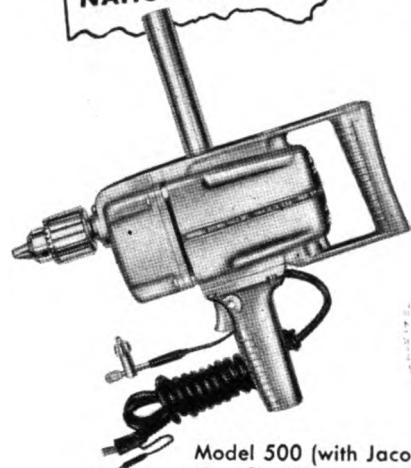


Clips are adjustable to fit articles they are to hold. Arthur I. Platt, Inc., Fairfield, Conn.

(Resume reading on page 13)

ZEPHYR PORTABLE ELECTRIC ½-INCH DRILL

Consistently Advertised
NATIONALLY



Model 500 (with Jacobs Hex Chuck)

Retail Price **\$29.65**

Model 510 (with Jacobs Gear Chuck)

Retail Price **\$34.65**

Check These Features

For MORE Drill Sales



Streamline design; weighs only 9 pounds, but it's powered for rugged, lasting service and engineered for easy, precise handling. Dynamically balanced. Side handle removable for close-quarter drilling. Lock-type, instant-release Cutler-Hammer trigger switch. Full-load speed, 300 rpm.; no-load speed, 450 rpm. Full ½" drill capacity. Natural satin finish—a beauty to handle, a winner on sales.

Get new 16 page catalog with full information on the complete line of Portable Electric Tools for farm, home, and shop.



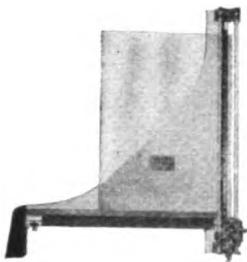
PET
PORTABLE ELECTRIC TOOLS, INC.

332 West 83rd Street, Chicago 20, Illinois
In Canada: 369 Danforth Avenue, Toronto 13

TO HELP YOU SELL

New Displays and Other Dealer Sales Helps

(Continued from page 13)



sired tension. Breaking device improved and strengthened. *The Fletcher-Terry Co.*, Forestville, Conn.

Hardware Catalog

Stanley Hardware catalog features: book sectionalization into related items or classes of hardware; selector guide; up to date information on construction, specification and finishes of Stanley hardware. Trade edition has been placed in the mails; miniature edition for general distribution to be available soon. *The Stanley Works*, New Britain, Conn.

American Stove Items

Magic Chef Cap'n Apron outfit is available from dealer for \$1.98 with a special coupon. Set made of heavy washable linen-finish cotton imprinted with trade-mark, wrapped in cellophane, and merchandise in a counter display. Magic Chef fig-



ure shaped salt and peppers are offered by many dealers as free gifts with each range. *American Stove Co.*, 1641 S. Kingshighway Blvd., St. Louis 10, Mo.

Toy Sales Manual

"How To Sell Toys", sales manual includes 63 pages of cartoon drawings and primer style presentation to spotlight basic selling points for individual types of toys. Chapters show why children need different types of toys at each age level. *Toy Manufacturers of the U.S.A., Inc.*, 200 Fifth Ave., New York City, 10.

Golf Club Box

Golcraft corrugated display box, telescope type with brown linen finish inside and out. Fitted



with inserts to keep clubs in position. Boxes made to hold 6 and 9 club sets or irons and 3 and 4 club sets of woods. Hinde & Dauch boxes. *Golcraft Inc.*, Chicago, Ill.

Johnson's Wax New Dress

Johnson's cream furniture wax is packaged in a redesigned pint bottle. Cream wax recommended for quick removal of smudges and finger prints. Bottle has vertical beading on sturdy base; metal lithographed closure and yellow label with red band. *S. C. Johnson & Son, Inc.*, Racine, Wis.

General Mills Display

Home appliance display unit shows iron, steam ironing attachment and automatic toaster, under a full color portrait of Betty Crocker. Convertible to Christmas gift display by addition of card unit fitting on top of piece. Card element shipped with display in envelope



glued to back. *General Mills, Inc.*, 400 Second Ave., S., Minneapolis, Minn.

Red Devil Fall Promotion

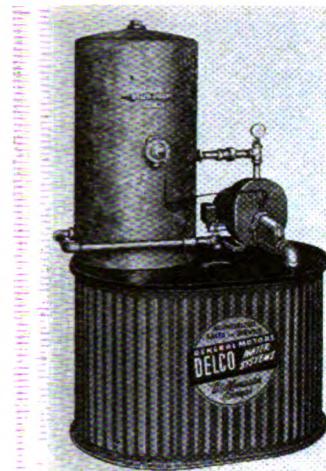
So the dealer may tie-in with the Red Devil fall promotion campaign, special broadside showing advertisements, dates of issues and free dealer helps including mats, counter cards, decals, is available. *Red Devil Tools*, Irvington 11, N. J.

Tappan Merchandising

Tappan stove fall merchandising campaign outlined in 40 page portfolio. Available for dealers to tie in with national plan are window displays, inside trims, mats, direct mail literature. *The Tappan Stove Co.*, 250 Wayne St., Mansfield, Ohio.



Delco Pump Display



Delco operating pump display for use with shallow well, reciprocating, vertical jet and the horizontal convertible jet pumps. Included is a galvanized stock-watering tank, forming display base, tank cover, serves as foundation for pump and pressure tank and fittings. *Delco Appliance Division, General Motors Corp., Rochester 1, N. Y.*

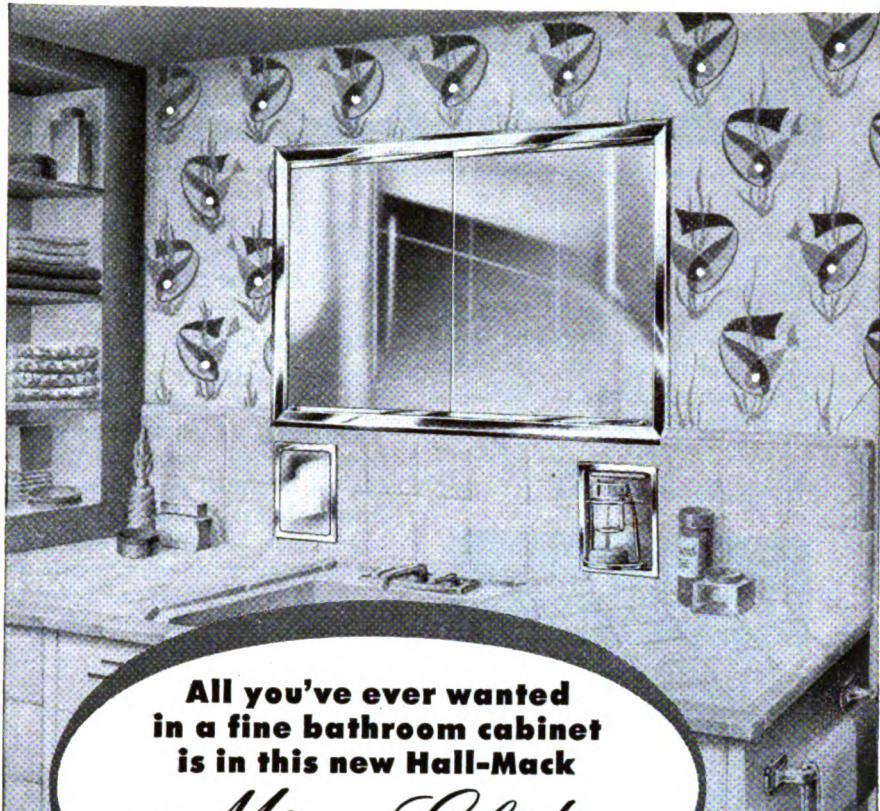
Cordage Carton



Puritan Maid clothes line is packed in a 12 hank shipping and display carton. Carton may be used to display other Puritan products in the future. Puritan also uses decorated two hank cellophane wrappers for each clothes line available. *Puritan Cordage Mills, Inc., Louisville, Ky.*

Display Selling Movie

A G.E. 25 minute color movie on importance of display in selling. "The Night They Talked"



**All you've ever wanted
in a fine bathroom cabinet
is in this new Hall-Mack**

Mirro-Glide

HERE IS THE very *most* in bathroom cabinet beauty and convenience... two sliding plate glass mirror doors which conceal a spacious, double size recessed cabinet.

There's *beauty* in the large handsome expanse of plate glass mirror (39"x22") completely bound by a wide chrome frame... in the gleaming white baked enamel steel cabinet... in the fine Hall-Mack workmanship and finish.

And there's real *convenience* in the big divided cabinet with more than twice the room of an ordinary cabinet... in the six fully adjustable glass

shelves... in the smoothly sliding mirror doors which always provide a 20"x22" mirror for use even when one cabinet is opened.

Wherever you want the ultimate in cabinet quality, and the most in beauty and practical convenience—install the new Hall-Mack Mirro-Glide.

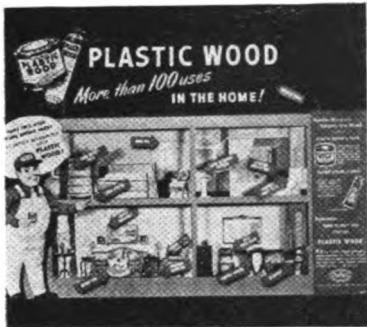


**And remember...
Hall-Mack accessories...**

TO HELP YOU SELL

has two G.E. displays come to life to enact the roles of a display specialist and a dealer. Dealer isn't in favor of displays but in the course of the film, specialist convinces him of their effectiveness. *General Electric Co.*, Bridgeport 2, Conn.

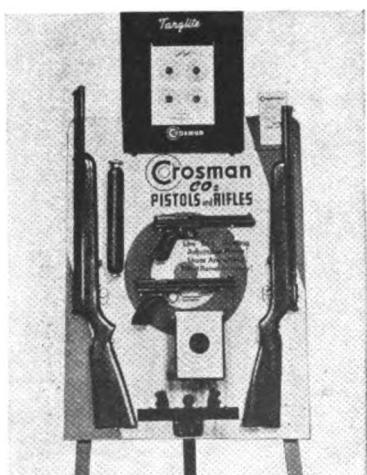
Home Repair Week



Plastic wood die-cut counter display in color shows four rooms of a modern furnished home, indicating with arrows 14 spots usually needing home repair attention. *Boyle-Midway, Inc.*, division of *American Home Products Corp.*, New York City.

Crosman Display

Crosman plywood and metal display occupies 4 sq. ft. of space. Finished in two colors, panel is lacquer; legs and back panel oil finished. Equipped with tripod type stand. Board accommodates every major item of Crosman equipment. Displays Dodo and Bell targets and Targlite, self-



illuminated target for indoor shooting. *Crosman Arms Co., Inc.*, Rochester, N. Y.

Keystone Colors

Second edition of Keystone Cavalcade of Color, 200 page compilation of home decoration hues available. Each color shown can be obtained in odorless finishes. Colors displayed on full page color sample coated with actual paint with color recipe on back of page. *Keystone Paint & Varnish Corp.*, 71 Otsego St., Brooklyn, N. Y.

Coleman Stereoscope

Coleman three dimensional plastic stereoscope viewers with two discs each with 7 color photos and a coordinated sales story the salesman can follow while customer handles the viewer. Available now for home

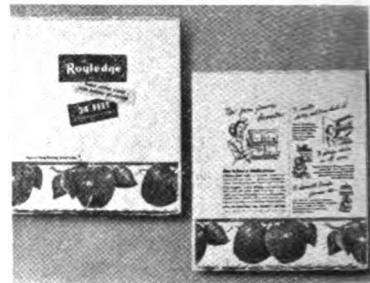


heating equipment. Disc on gas floor furnace, water heaters and Blend-Air heating and ventilating system to come later. *The Coleman Co., Inc.*, Wichita, Kan.

Getting the Right Job

Booklet for recent college and high school graduates to aid them in selecting the correct job. Sections deal with procedures in choosing proper field, preparing sheets of qualifications and background, preparing for personal interviews and keeping job opportunities. *The Glidden Co.*, 1396 Union Commerce Bldg., Cleveland 14, Ohio.

Shelving Package



Royledge Sello-Pak contains two 12 ft. lengths, 24 ft. for 29 cents. Package includes sealed-transparent cellophane wrapper showing full width of shelving and edge to be seen. Details printed on front of package. Printed tips from decorators on back. *The Royal Lace Paper Works, Inc.*, Brooklyn 1, N. Y.

Sunset Line Catalog

Four color catalog features 20 pages of descriptions, illustrations and price lists of Sunset's lines. A page is devoted to the Stream King. Also treated is the Surf King nylon squidding line and the visual plastic boxes in which many lines are packaged. *Sunset Line & Twine Co.*, Petaluma, Cal.

Flexiseal Deal

Flexiseal caulking compound deal consists of one Twistocaulk gun plus two Flexiseal caulking cartridges with the plastic spout at \$1.89. Minimum order is 12 guns and 24 cartridges. Three color counter display piece for gun and cartridge is shipped with 12 guns. *Landen Putty Works, Inc.*, Malden, Mass.

Display Package



Christmas electric housewares nine piece display package for use in a variety of arrangements for windows, spot displays, counters or shelves. Included are 25 consumer Christmas catalogs, display guide with suggestions and illustrations on how to use (Continued on page 125)

Sure, we handle Plymouth Rope... and make money on it, too!

"The SalesRak

Keeps Pace with
My Growing
Rope Market . . .



... when we first got started in the rope business, we installed a HandyPak Sales Unit. This kept pace with the regular demand for rope from householders in our area. Now we are getting some demand from outlying farm areas. We have more and more calls for rope in longer and longer lengths. Our HandyPak keeps the householder buying and our Plymouth SalesRak keeps pace with growing demand from farmers and local contractors."

The Plymouth 3-Way Selling Plan is proving to thousands of enthusiastic hardware dealers the country over that there is money to be made in the rope business. They are finding out it can be done with low dollar investment, minimum inventory, fast turnover and maximum sales volume.

These dealers have installed one or a combination of two of the three merchandising units which make up the Plymouth 3-Way Selling

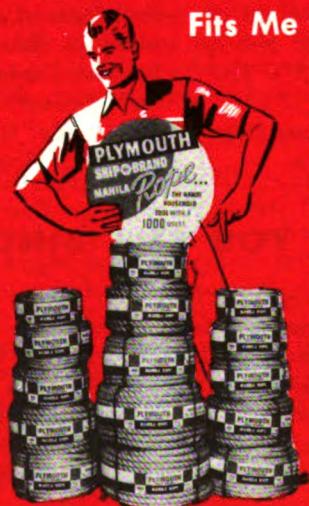
... I sell a good volume of rope to industrial users, contractors, and yachtsmen. My SalesMaker handles our big volume of rope business with a minimum of time, space and waste, rings up a neat profit that helps to pay the rent and more!"

"The SalesMaker
Rings the Bell
for Me . . .



"The HandyPak

Fits Me for Size . . .



... most of my customers are home owners. I didn't think we could ever build any rope volume in this neighborhood, but the performance record of the HandyPak has me convinced. When customers see this neat coil of rope, they can't resist the urge to buy."

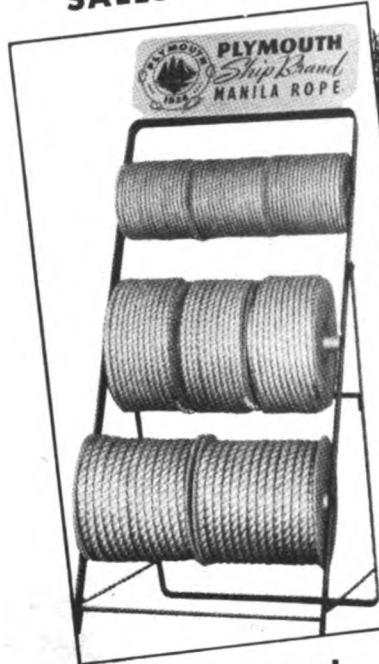
Plan. Each one of these units have been field-tested to bracket each phase of the universal rope market. The HandyPak gets you started in the rope business. The SalesRak meets your growing volume of rope business, and the Sales-Maker delivers big volume rope stocks in a minimum of merchandising space.

For complete details describing each of these units, see next page.



Ready to boost your sales!

SALES UNIT 2



The SalesRak

SALES UNIT 1



The HandyPak

SALES UNIT 3



The SalesMaker

Complete with display and dispensing rack as shown. Complete unit contains 24 spools (9 x 1/4", 9 x 3/8", 6 x 1/2"). The 1/4" and 3/8" sizes are connected in units of 3 x 100' spools. The 1/2" size is connected in units of 2 x 100' spools. Rack holds 3 x 1/4", 3 x 3/8", and 2 x 1/2" spools at one time. See your jobber for prices.

Contains 15 attractively packaged individual coils, in 50' and 100' lengths. Provides initial stock for the retailer who has a steady but small demand, and wants to build volume in "impulse-buying" merchandise. Designed to fill the universal demand for rope for household needs. Replacement coils available. Prices from your jobber.

Displays, measures, and cuts rope in any six sizes up to 1" diameter. Designed for retailers whose volume justifies inventory in full or half coils. Rope may be fed from basement, overhead, shelves, or floor. Nearly 4,000 retailers testify to increased rope sales of 25 to 100% with this unit. Cost: \$17.50 net. (Counter model: \$12.50 net.)

IF YOU SELL BINDER OR BALER TWINE

Plymouth "Red Top" and "Green Top" Binder Twines are designed for fast, economical, trouble-free operation in the field—pioneered 65 years ago, when the grain binder was introduced, and constantly improved to keep pace with modern farming requirements. Plymouth Baler Twine is also engineered to do its specific job. The first baler twine made, it was designed in cooperation with the originator of the automatic twine-using, pick-up hay baler.

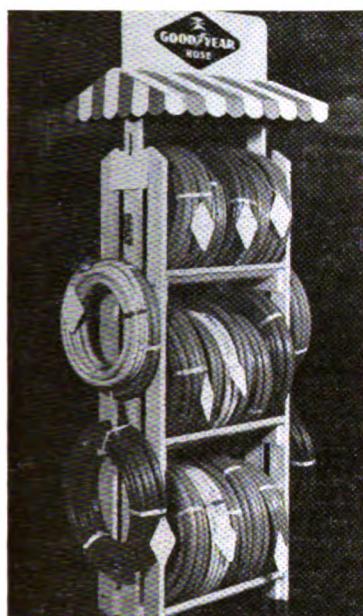


TO HELP YOU SELL

the pieces and mat program.
Electric Appliance Division,
Westinghouse Electric Corp.
Mansfield, Ohio.

Goodyear Hose Display

Goodyear hose display holds over 1000 ft. of hose in two square ft. of floor space. Tell



all guarantee cards with each length of hose. Window banners, counter booklets, newspaper mats, display cards folder, and booklet, Do's & Don'ts for Watering Your Garden & Lawn, available. Goodyear Tire & Rubber Co., 1144 Market St., Akron, Ohio.

Time Table Display

Each of two revolving time tables show 16 clocks. One at left shows Telechron kitchen clocks; one at the right, alarm and convenience clocks. Leaves and glass shelves revolve at a touch. Telechron, Inc., Ashland, Mass.



(Resume reading on page 14)



She's opening your best market...

for *Cortland* BRAND INSECT WIRE SCREENING



Keep an eye on the windows in your area. When they start staying up, that's the time to have plenty of Cortland Brand Wire Screening on hand.

Every open window . . . door . . . and porch is a potential market for this popular, profit-making screen. What's more, your customers will buy Cortland Brand Wire Screen because it's priced to fit their purses . . . gives them years of long-lasting screen protection.

Order Cortland Brand Wire Screening now — a favorite for over 75 years. Made to U. S. Department of Commerce, National Bureau of Standards' specifications. In 18 x 14 mesh, 24" to 48", in 100 linear foot rolls. Wide widths for porches and breezeways also available in Bronze and Aluminum. 54", 60", 66" and 72" widths.



Cortland GRAY-WICK

The popular, all-purpose insect wire screening. Doubly protected against corrosion by electro-zinc galvanizing and enameling with pigmented finish. Has "glare-proofed" finish.

Cortland BRONZE

Rustless under all weather conditions—unaffected by salt air, acids or gases. Has greater strength and durability than copper screening. Available in bright or dark bronze "antique" finish.

Cortland ALUMINUM

Can't rust or stain because it's made of full gauge Alclad aluminum wire. Exceptionally strong and light—only one-third the weight of steel insect wire screening.



Cortland BRAND
HARDWARE CLOTH • NAILS & BRADS • POULTRY NETTING
WICKWIRE BROTHERS, INC., Cortland, N. Y.

Read it in HARDWARE

NEWS ON



HARDWARE AGE FOR

More Effective Use of Critical Materials Stressed By Yale & Towne Production Plan

As an outgrowth of the present military crisis and as a safeguard for its customers, Yale & Towne Mfg. Co., Stamford Division, has announced a new manufacturing program calling for concentration of production on volume locks and other builders' hardware items for the most effective use of critical metals.

Milo F. McCammon, general manager of the Stamford division, asked Yale & Towne customers "to help ward off inflation by buying for current needs only," and offered the promise, for some time to come, of "a reasonable amount of equilibrium in the production and distribution of Yale locks, door closers and builders' finishing hardware."

The Yale & Towne general manager said: "A most important step by way of adjustment to the present crisis is our program to concentrate our production on items that are manufactured in volume quantities, in both stock and contract builders' hardware. This policy will have many effects:

"First, by reducing the variety of our items, we hope to be able to maintain our current level of output in a better relationship to demand in the months ahead.

"Second, by limiting our lines to those products in volume use, we shall be in a better position for the most effective immediate use of metals. This consideration will be extremely important in the event of further limitation on raw supplies for civilian production. This should also further eliminate the necessity of placing these metals in our inventory in the form of finished goods for which there is only a sporadic demand.



MILO F. McCAMMON

"Third, by concentrating our production more fully on volume items, we shall be able to employ our factory manpower and equipment more efficiently.

"From the point of view of our customers, our new production policy should make available not only an adequate supply of stock Yale locks and hardware for the retail shelves, but also a favorable volume of builders' finishing hardware and contract builders' hardware for our customers who supply the building market.

"This policy of reducing the variety of our products in favor of greater volume of essential hardware products is an outgrowth of the present military crisis and has been adopted by us as a necessary safeguard for our customers."

OSTER ELECTS DIRECTOR

T. S. Bonnema, vice-president in charge of production since 1944 for The Oster Mfg. Co., Cleveland, Ohio, has been elected a director.

INWOOD SMITH ASS'T CROSLEY SALES HEAD FOR ALL PRODUCTS

The appointment of Inwood Smith to the newly created post of assistant general sales manager in charge of all products for the Crosley Division, Avco Mfg. Corp., Cincinnati, Ohio, was announced recently.

Mr. Smith has been manager of refrigeration since joining Crosley in 1945. In his new capacity he will be in charge of sales functions connected with the development and design of all Crosley products.

Charles A. Stoup, who has been in charge of Crosley's kitchen equipment, was named Mr. Smith's successor as manager of refrigeration. Mr. Stoup has been associated with the American Central and Crosley Divisions of Avco for more than 16 years.

M. B. Beck has been appointed manager of kitchen equipment to succeed Mr. Stoup. Mr. Beck has been in charge of kitchen sales in the company's Philadelphia regional office.



INWOOD SMITH

Appointment of Donald F. Miersch as manager of the electric range and water heater section also was announced. Mr. Miersch has been regional manager of the southwest region for Crosley, with headquarters in Dallas.

EKCO PLANT EXPANSION HALF COMPLETED

Ekco Products Co., Chicago, Ill., has announced that its improvement program for expansion of production facilities has been more than half completed. The main plant will have an increase of 40,000 ft of floor space.

Supplee-Biddle Adds Eastern Electric Supply Division, Harry Bailey Named Mgr.

Supplee-Biddle-Steltz Co., Philadelphia 5, Pa., has recently announced the addition of the Eastern Electrical Supply Division set up with a toy display and miscellaneous merchandise at 287 Halsey St., 348 Washington St., Newark, N. J.

Harry Bailey, who has been handling sales in the New York state territory, has been named manager of this division. Abe Beller, for-

merly president of Eastern, has joined Supplee-Biddle-Steltz in a sales capacity. Before this division had been taken over by the company, the Eastern Electrical Supply Co., had been in business for more than 38 years.

The company's 37 salesmen who cover New York and North Jersey territory will work from this new division.

AGE while it's NEWS

THE TRADE ★ ★ ★ ★ ★

OCTOBER 5, 1950



ROL B. PLUMB

ROL B. PLUMB RESIGNS AS EAGLE LOCK CO. VICE-PRES. OF SALES

Rol B. Plumb has recently announced his resignation as of Sept. 30, as vice-president in charge of sales for The Eagle Lock Co., 301 N. Desplaines St., Chicago 6, Ill. Mr. Plumb started his hardware career with a six months' training course at Eagle's plant at Terryville, Conn. He became a missionary salesman in 1926, field salesman in 1928, manager of Philadelphia office in 1932, production manager at the factory in 1936, vice-president in charge of manufacturing and a member of the board in 1938. In 1940 he was appointed vice-president in charge of sales.

ROCKFORD BRASS OPENS MOLINE, ILL., BRANCH

The announcement was recently made of the Rockford Brass Works, Rockford, Ill., new Moline division, by Mrs. Dorothy Owen, president.

The new division occupies a building 80 x 200 ft with a total production area of 16,000 square feet.

The new division will double the brass foundry capacity and will include substantial iron production.

Hardware Men to Discuss Possibility of Steel Shortages at Atlantic City Meeting

Program of joint manufacturers-wholesalers convention, Oct. 8-12 in Atlantic City, will explore the availability of steel for future hardware needs. Sporting goods will be a feature. Marlborough-Blenheim and Claridge Hotels to serve as Contact Areas.

Headlining the program for the annual joint convention of the American Hardware Manufacturers Association and the National Wholesale Hardware Association at the Marlborough-Blenheim Hotel, Atlantic City, Oct. 8-12, will be a list of speakers that will include Dorothy Thompson, noted commentator; Charles M. White, president, Republic Steel Corp., and Robert N. Denham, former general counsel of the National Labor Relations Board.

Though convention sessions do not formally get under way until Monday night, Oct. 9, registrations will begin on Sunday, Oct. 8, at 10 a. m., but on that day they will be restricted to members of both associations and manufacturers' agents only. Also on Sunday evening, from 5 to 7 p. m., the Central States Hardware Club will hold its annual stag dinner and entertainment in the American Room of the Traymore Hotel.

Monday's program opens with a breakfast at 8 a. m. in the Blenheim Red Room for new members of the AHMA. Registration will begin at 9 a. m. and for guest manufacturers and visitors, will begin at 1 p. m.

Contact Area Plan

Beginning at 2:30 in the afternoon and lasting until 5 p. m., the Contact Area Plan will be in operation in the lobbies of the Marlborough-Blenheim and Claridge Hotels. Manufacturers can find their general location according to the initial letter of their company's first name as listed in the advance registration directory or from the large signs posted in the Marlborough's public areas. Within their locations, company names will be on a placard.

Compensation and Training of Salesmen"; J. S. Stiles, Morley-Murphy Co., Green Bay, Wis., "Economies We Have Effected Through Improved Warehouse Operations."

The manufacturers, at their meeting, will receive a brief report by Secretary Arthur L. Faubel, who will refer to certain Washington developments. Guest speaker will be Charles M. White, president of the Republic Steel Corp., who will address the meeting on "The Outlook for Steel." Mr. White was one of the country's leading steel executives in attendance at the Sept. 11 meeting in Washington to consider a steel program under the Defense Production Act.

The National Association of Sheet Metal Distributors will also meet on Tuesday, Oct. 10, and among the speakers at their meeting will be Richard E. Paret, Consultant, Committee of Stainless Steel Producers, American Iron and Steel Institute, New York City, who will discuss "Fundamentals of Stainless Steel," and Charles F. Nagel, vice-president, Provident Trust Co., of Philadelphia, Pa., who will talk on "The Business Outlook," and Tom C. Campbell, editor of *The Iron Age*, a Chilton publication affiliated with HARDWARE AGE.

Sporting Goods Session

A special sporting goods session will be held on (Continued on page 128)

R. H. Burdsall Appointed Mgr. RB&W's Market Development

Russell, Burdsall & Ward Bolt & Nut Co., Port Chester, N. Y., has recently appointed Robert H. Burdsall as manager of market development and advertising.

Mr. Burdsall, associated with the company since 1925, most recently headed Port Chester district sales. Prior to that, he represented RB&W in New York state and, until 1936, in Chicago. He is a member of the RB&W board of directors.

R. H. BURDSALL



MONEY SHORTAGE STOPS PURCHASE OF AMERICAN HARDWARE PRODUCTS

Hardware business in Europe is at a very high level, in some countries being above pre-war totals, according to H. S. Forsberg, president, Forsberg Mfg. Co., Bridgeport, Conn., who returned recently from a 2½ month European trip.

Mr. Forsberg found that exports of German tools to other European countries, especially Scandinavian nations, were growing very rapidly. In some countries the volume of German imports now exceeds English imports.

European hardware buyers generally have a very high regard for American products, but are unable to buy them for lack of dollars, Mr. Forsberg said. The lower inter-European tariffs and freight rates are also factors hindering the buying of U. S. goods, the American executive found.

GIBSON HOLDS DISTRICT SALES MGR. CONFERENCE

A special three-day sales conference and preview of the 1951 products for all its divisional sales managers was held at Gibson Refrigerator Co.'s sales headquarters in Greenville, Mich.

Sales executives who were at the meetings are in charge of Gibson selling operations in each of the company's 16 divisions. The sales executives took part in a program of activities covering every

phase of Gibson's 1951 sales plan.

The Gibson management explained the company's long range expansion program, including the company's participation in the Newport Steel Corp., Newport, Ky. Those from the general management who attended the meetings included Charles J. Gibson, president; Frank S. Gibson, Jr., vice-president, secretary and treasurer; Charles J. Gibson, Jr., vice-president, and Albert M. Gibson, executive assistant. Greg Rees, manager of Gibson sales, was in charge of the meetings.

NICHOLS WIRE OPENS CENTRAL SALES OFFICE

The Nichols Wire & Aluminum Co., 1725 Rockingham Rd., Davenport, Iowa, has announced the opening of a central division sales office in Cincinnati, Ohio, 18 E. Fourth St. Joseph H. Luebbe has been named district manager and will supervise sales



JOSEPH H. LUEBBE

of Never-Stain aluminum nails, clothesline and other products in the area which includes: Ohio, Pennsylvania, West Virginia, Kentucky, Tennessee, Indiana and Michigan. He has been with the company since 1946 as a sales representative.

AUGUST PAHL MARKS 65 YEARS IN HARDWARE

August Pahl, Industrial Supplies Division, Masback, Inc., New York City, wholesalers, marked his 65th anniversary in the hardware field by being on the job and at his desk. Associated with Masback's for over 11 years he had previously been with Hammacher, Schlemmer for more than 53 years. Mr. Pahl is a member of the HARDWARE AGE Fifty Year Club. He hopes to be on the job for many years to come.

THEODORE TOOLE MOVES

Theodore T. Toole & Sons and Universal Representatives, Inc., has announced the removal of its offices to Suite 810, 175 Fifth Ave., New York City 10.

Atlantic City Hardware Meeting Program

(Continued from page 127)

Wednesday morning, Oct. 11, by the NWHA. E. C. Kieswetter, W. A. L. Thompson Hdwe. Co., Topeka, Kan., will talk on "The Value of a Special Sporting Goods Catalog." R. C. Neely, Jr., Amarillo Hdwe. Co., Amarillo, Tex., will discuss "Our Experience With a Sporting Goods Trailer," and "The Wholesalers' Role in Distribution" will be the topic of W. P. Oberlin, Arnold Schwinn & Co., Chicago.

Following that meeting there will be a joint session of both the manufacturers and the wholesalers at 11 a. m., in the Wedgewood Room, Robert N. Denham, formerly general counsel of the National Labor Relations Board, will address the session. Following Mr. Denham will be a special panel discussion with Walter W. Rector, True Temper Corp., Cleveland, Ohio, and John S. Tomajan, The Washburn Co., Worcester, Mass., presenting "What the Manufacturer Expects From the Wholesaler."

William A. Parker, Beck & Gregg Hdwe. Co., Atlanta, Georgia, and Charles L. Wheeler, The Salt Lake Hdwe. Co., Salt Lake City, Utah, will discuss "What the Wholesaler Expects From the Manufacturer." Open discussion and questions from the floor will be invited.

Thursday's Activities

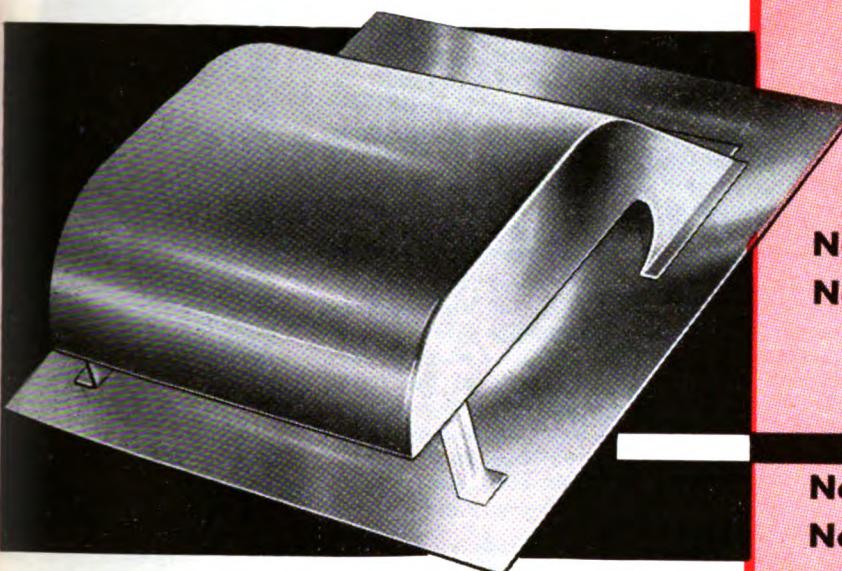
Thursday morning, Oct. 12, the concluding day of the convention, will be devoted to the annual business meetings of the two associations. The NWHA will also have a program of speakers who are Burrows Morley, Morley Brothers, Saginaw, Mich., speaking on "The Results of Our Employee Compensation and Bonus Plan"; W. H. Terstegge, Stratton & Terstegge Co., Louisville, Ky., speaking on "Our Reasons for Constructing a Multi-Story Building," and Curtiss Hayden, Jr., Dunham, Carrigan & Hayden Co., San Francisco, Calif., who will discuss "Methods We Have Found Helpful in Training Salesmen."

RE-ELECT W. G. STELTZ PRESIDENT SUPPLEE-BIDDLE-STELTZ CO.

Wm. Geo. Steltz was recently re-elected president of the Supplee-Biddle-Steltz Co., of Philadelphia 5, Pa. Other officers elected include: Wm. Geo. Steltz, Jr., assistant to the president; Llewellyn A. Hoeflich, vice-president and secretary; Charles M. Biddle, Jr., vice-president; Roy G. Geppinger, vice-president; Laurence S. Adams, treasurer; Emeral Conner, assistant vice-president; Charles B. Leinbach, assistant vice-president; John J. Regnery, assistant vice-president; Floyd F. Trader, assistant vice-president; W. Leroy Groom, assistant vice-president; George A. Crudden, assistant vice-president; Wm. J. Galligan, assistant vice-president; M. Z. Fagan, assistant secretary; E. K. Buchanan, assistant secretary, and George K. Crozer, III, assistant treasurer.

An Entirely New Idea in Slant ROOF VENTILATORS, for Four-way Roofs.

*You get more actual
ventilating area for
less money.*



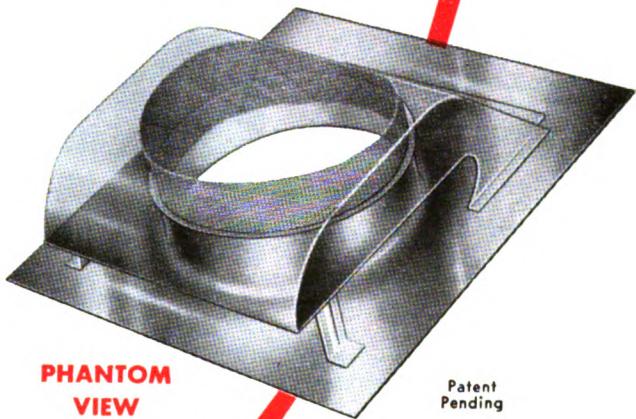
Leigh Roof Ventilators are available in 2 sizes. Built of Aluminum or Double-Protected Steel.

No. 405 Aluminum
No. 505 Double-Protected Steel

60 Sq. In.
 of Free Area

No. 405-A Aluminum
No. 505-A Double-Protected Steel

40 Sq. In.
 of Free Area



Construction features of the New Leigh Roof Ventilators

Leak proof base, formed from one piece of Metal. No cracks or joints to leak water in the attic. Special designed baffle ring keeps out rain or snow. Screen to keep out insects. Open on three sides for greater free area. Small in size, with a low silhouette that blends with the roof line. More ventilating area for less money.

Ask your Leigh Jobber for these new type Roof Ventilators, or write to us for further information.

A Complete Line of Metal Building Products



LEIGH BUILDING PRODUCTS DIVISION

OF AIR CONTROL PRODUCTS, INC. 1111 AGE ST. COOPERSVILLE,
MICHIGAN

Dirks Named Gen. Manager Yale & Towne Canadian Div.

The retirement of Ellis H. Jones as general manager of the Canadian Division of The Yale & Towne Mfg. Co., St.



GEORGE L. DIRKS

Catharines, Ont., after 57 years of service, and the appointment of George L. Dirks to succeed him was announced recently by Gilbert W. Chapman, president of the company. Mr. Jones will retire under the company's pension plan.

Mr. Jones started work with Yale & Towne in 1894 as a messenger for the Stamford, Conn., division. He was selected to hold increasingly important posts at Stamford. In 1912, he was transferred to the Canadian Division to direct its manufacturing operations. In 1930, he was advanced to become general manager, thus taking overall charge of sales and all other operations as well as manufacturing.

Mr. Dirks has been associated with the Canadian Division since 1949 as a resident consulting engineer.

Mr. Dirks had experience in organizing and operating a metal products manufacturing plant before he became a consulting engineer. As such, he has served management in the rubber, steel, metals manufacturing and chemical industries on problems of organization, industrial relations and general industrial engineering.

The Canadian Division of Yale & Towne makes and distributes a broad line of Yale locks, padlocks, nightlatches and builders' finishing hard-

ware, and also Yale hoists, industrial trucks and other materials handling equipment.

Mr. Jones' proficiency in mechanical drawing later resulted in his being chosen to teach it in one of the classes, and led, eventually, to his becoming manager of the drafting department. He then was made assistant to the general superintendent. A year later, he was chosen to direct the manufacturing operations of the Canadian Division at St. Catharines.

Mr. Dirks entered the consulting engineering field in 1945 as a member of the firm of Albert Ramond & Associates, having served as general superintendent of the Metal Products Mfg. Div., B. F. Goodrich Co., Akron, Ohio, which he had joined in 1927. He started as a time study engineer and successively held increasingly more



ELLIS H. JONES

responsible posts, finally becoming general superintendent.

The metal products manufacturing division of B. F. Goodrich was organized under his direction and he directed all its operations as its general superintendent from 1942 to 1945.

R. K. CARTER TO MOVE TO NEW N. Y. QUARTERS

R. K. Carter & Co., purchasing agent, is moving to new quarters at 345-347 Broadway, New York City, at the corner of Leonard St., the latter part of this month.

ents and manufacturers will be individually notified of the change in address and the exact date of moving just as soon as it can be definitely established. The company's branch office, Lake-Wells Bldg., 201 N. Wells St., Chicago, Ill., remains unchanged.

In its new quarters, R. K. Carter & Co. has taken a long term lease on the entire top floor, providing 8000 sq ft of space. This will permit all departments to be located on one floor instead of three as heretofore. The change is being made to increase efficiency in rendering service to clients.

The company's receiving and shipping facilities will be conducted to and from the same building at 92 Leonard St. with added facilities that will speed up the handling of merchandise shipments.

The company which is purchasing agent to the trade in hardware, industrial supplies, plumbing and electrical supplies, housewares, sporting goods, etc., celebrated its 80th anniversary in February of this year.

WRIGHT'S SALES AGENT

Safier-Phillips Associates, 15 Exchange Place, Jersey City, 2, N. J., will represent J. A. Wright & Co., Keene, N. H., in northern New Jersey. This area was formerly handled out of New York City by J. A. Wright & Co.'s, factory representative Charles L. Robins.



WILLIAM GERSTNER

who recently entered business as a manufacturers' agent with offices at his home, 25 E. 83rd St., New York City. He is seeking hardware specialty lines for sale to wholesalers in metropolitan New York.

NAME LOCKWOOD HDWE. INDEPENDENT LOCK CO.

WESTERN SALES MGR.

The appointment of Joseph A. Russell as western sales manager for Lockwood Hardware Mfg. Co. and Independent Lock Co., has been jointly announced by the two



JOSEPH A. RUSSELL

concerns from the home offices in Fitchburg, Mass.

Mr. Russell has spent his entire business life in the builders' hardware field. He joined the sales force of the Russell & Erwin Division of the American Hardware Association, New Britain, Conn. and advanced to the position of district sales manager in charge of West Coast sales for that concern. He has spent 30 odd years in this field.

He will direct the sales for the two concerns from his headquarters in San Francisco. His complete territory comprises the 11 states west of the Rockies.

B. F. GOODRICH AWARDS 50 YEAR PLAQUES

Two New England distributors of its industrial rubber products have been presented plaques to commemorate 50 years of cordial business relationships by The B. F. Goodrich Co., Akron, Ohio. They are the Portland Rubber Co., Portland, Me., and the Hope Rubber Co., Fitchburg, Mass.

Similar plaques have been awarded to Reynolds & Son, Barre, Vt., commemorating 40 years of business relationship; Barnum & Stone and Joseph Breck & Sons Corp., Boston, 35 years; A. W. Chesterton & Co., Everett, Mass., and The Rodley Co., Boston, 15 years.

Sure As Shootin'* SAVAGE *Yard Chief*

21-inch power mower
**STANDS OUT
BY COMPARISON**



COMPARE! Savage uses Timken Bearings for precision and long wear. Tougher "Sta-Temp" Blades stay sharp longer.



COMPARE! Savage Chain Drive is totally enclosed, yet easily adjusted.



COMPARE! Savage Fingertip Controls, conveniently mounted on handle, no tiresome stooping or bending.



COMPARE! Savage protective Grass Guards prevent grass from winding at ends of reel.



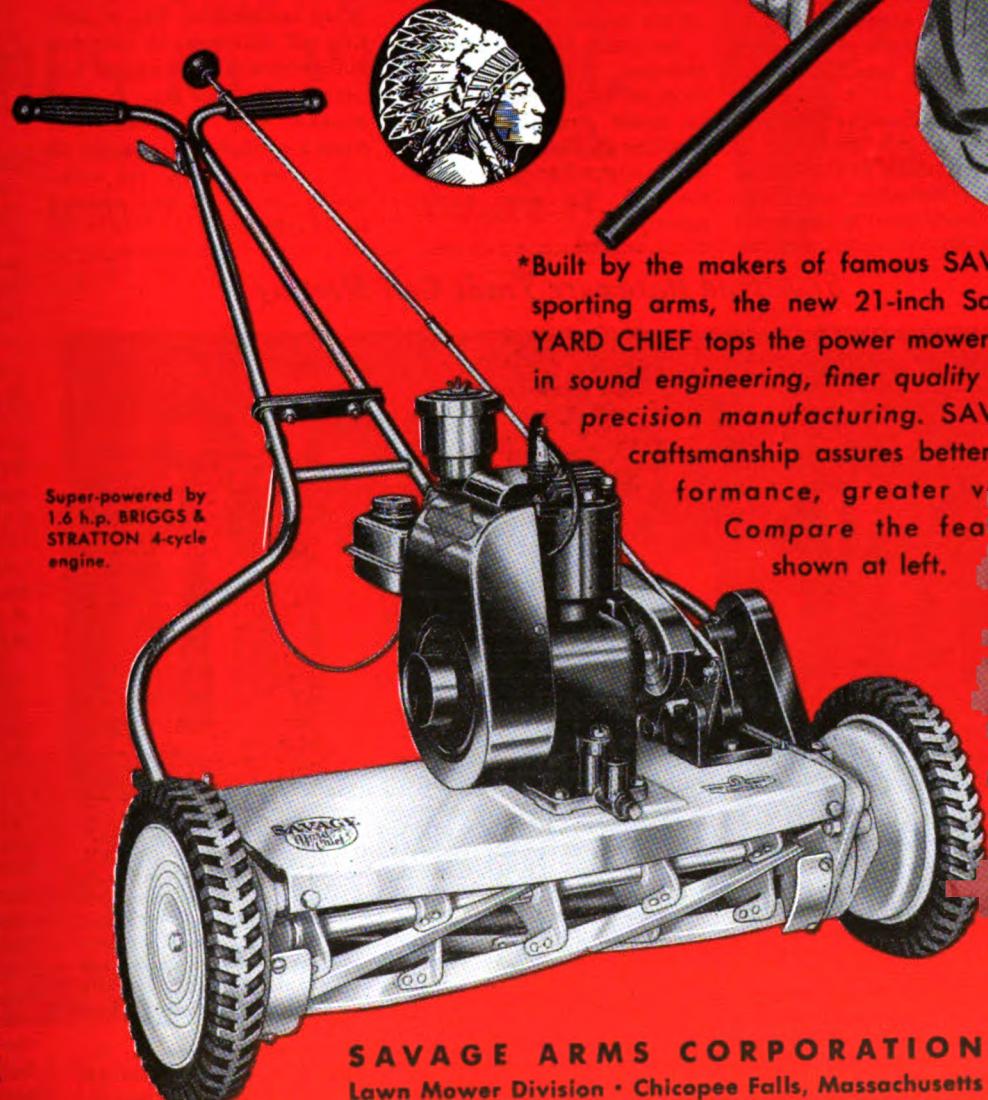
COMPARE! Savage Free Floating Handle minimizes ground shock, vibration.

Parks in one-third the space.



COMPARE! Savage Large Heavy-Duty Tires are over-size for longer wear and positive traction on grades.

FREE: Write today for Price List and the 1951 SAVAGE Catalogue illustrating the complete new line of power and hand-mowers.



SAVAGE ARMS CORPORATION
Lawn Mower Division • Chicopee Falls, Massachusetts

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Production Authority Will Handle Priorities, Inventory Controls

Secretary of Commerce Charles Sawyer has announced the establishment of the National Production Authority to administer necessary priority, allocation, and inventory controls and other provisions of the Defense Production Act delegated to the Department of Commerce by the President.

Secretary Sawyer named William Henry Harrison as Administrator of the new Authority.

The new agency will be responsible, (1) for determining requirements of materials needed to maintain national defense, the civilian economy, and established foreign policies of the United States; (2) for formulating and executing policies and programs by which the American economy can meet these requirements.

In addition to a Program division and an Industry Operations division, the NPA will include areas devoted to the requirements of the civilian economy, small business and labor.

Secretary Sawyer announced that various divisions of the Department of Commerce Office of Industry and Commerce have been transferred

to NPA. These include Small Business; Marketing; Iron and Steel; Metals and Minerals; Rubber; Textiles and Leather; Chemicals; Forest Products; Construction; Machinery and Equipment; General Products; Motion Pictures; Foods; Petroleum; and, Fuels and Energy.

Secretary Sawyer also announced plans for the establishment of an interagency Advisory Committee on Priorities Administration to advise NPA on policy and program matters affecting the interests of the represented agencies. The NPA Administrator will serve as Chairman and agencies represented on the committee will include: Department of Defense, Interior, Agriculture, State, Commerce, Labor, Atomic Energy Commission, Housing and Home Finance Agency, and ECA. The National Security Resources Board will serve in an observer capacity.

Secretary Sawyer said that existing facilities and services of the Department will be made available to NPA pending further development of the organization and facilities of the new controls agency.



BENSON R. BIELEY

has become director of merchandising for Speed Products Co., Inc., 37-18 Northern Bldg., Long Island City 1, N. Y. Mr. Bieley was formerly associated with Bostwick Laboratories.

NEW HIRSH BUILDING NEARS COMPLETION

The construction of the S. A. Hirsh Mfg. Co.'s new plant in Skokie, Ill., a suburb of Chicago, is nearing completion. The company will occupy 100,000 sq. ft. of ground, and the plant will have a production capacity 50 pct. greater than the combined output of the present two factories.

EUREKA VACUUM CREATES THREE SALES REGIONS

The creation of three new Eureka vacuum cleaner sales regions and the appointment of managers to head them has been announced by A. L. McCarthy, executive vice president of the Eureka Division, Eureka Williams Corp., Bloomington, Ill. The regions and their newly appointed managers are: Atlanta, W. H. Hayes; Dallas, E. R. Ascue, and Western, R. O. Boynton.

Mr. Hayes has been in the vacuum cleaner business for the last 20 years, except for the war years when he was chief of the Atlanta OPA office. The following territories, comprising the new Atlanta region, are under his supervision: Charlotte, Charleston, Birmingham, New Orleans, Nashville, Knoxville, Chattanooga and Atlanta.

Mr. Ascue will cover the following territories under his management in the new Dallas region: Dallas, Houston, Amarillo, Big Springs, El Paso, San Antonio, Oklahoma City and Shreveport.

Mr. Boynton has again been placed in charge of a reactivated Western region. Territories under his jurisdiction are: Los Angeles, San Francisco, Portland, Spokane, Salt Lake City, Billings and Phoenix.

With the addition of these regions, territories served by Eureka distributors and branch offices are now grouped into nine regions. The other six and their managers are: Eastern, A. J. Chapman; Pittsburgh, J. Scurle; North East, T. M. Captain; Milwaukee, M. J. Sagstetter; St. Louis, A. R. Hruska; Midwest, M. E. Miller.

CLEVELAND CAP ANNUAL EMPLOYEES CLAM BAKE

Cleveland Cap Screw Co., Cleveland, Ohio, recently held its annual employees' clam bake at German Central Park, York Rd. The program started at 7 a. m. with a golf tournament at the Skyline Golf Course. The afternoon was spent playing ball and chasing a greased pig. After the clam bake, those attending danced to Gene Beecher's orchestra.

57 Attend Hardware Trade Golf Meeting



WINNERS ALL! David Stagg, Patterson Bros., New York City retail hardware company, holds the Secretary's Cup which he won at the September Golf Outing of the Hardware Trade Association of New York, held Sept. 15, at the Plandome Golf Club, Plandome, L. I., N. Y. Fifty-seven members and guests participated in the tournament and attended the beefsteak dinner. Other winners shown from left to right are: John A. Wright, Diamond Expansion Bolt Co., high gross for guests; Joseph Stickney, Putnam Co., low net, guests; Mr. Stagg; Robert Mueller, Minnesota Mining & Mfg. Co., low gross for members; Kenneth Yorke, Hanson & Yorke, runner-up; Walter Joseph, N. Y. Ordnance District, low gross, guests; and Fred Lamb, National Twist Drill Co., runner-up, low gross for members.

The association president, John F. Ryan, mill supplies distributor of Yonkers, N. Y., was toastmaster of the dinner. The tournament was again capably handled by Joseph C. Walker, Buffalo Bolt Co. and Mr. Mueller, the co-chairman of the Golf Committee.



This is a **FAIRY PAINTING**

This **Masterpiece**, titled "Rehearsal on the Stage" is one of a series on ballet dancers painted by Edgar Degas. His invaluable photographic memory for patterns and postures explains his great ability to reproduce exactly people shown in fleeting momentary poses. This painting is in the collection of the Metropolitan Museum of Art.

The Choice of those who appreciate the Best

THIS

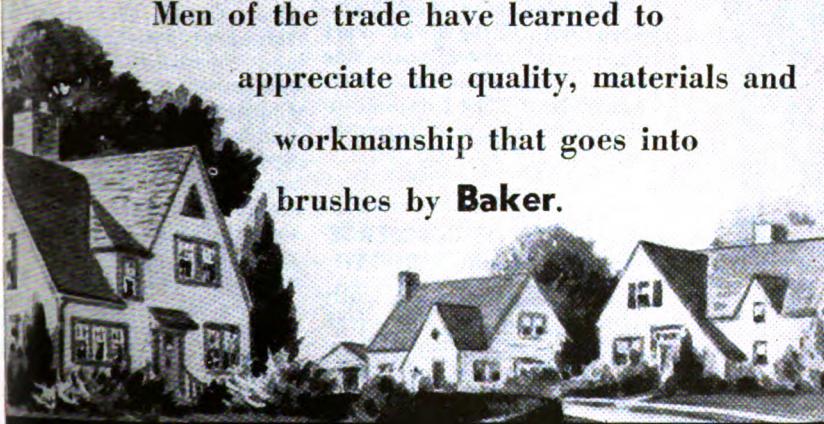


is FAMOUS for PAINTING

This **Masterpiece**—one of the many fine wall brushes by Baker is truly an artisan's tool. It was designed by Baker's Master Brush Craftsmen to give fine results and durable service—and at an outstanding value.

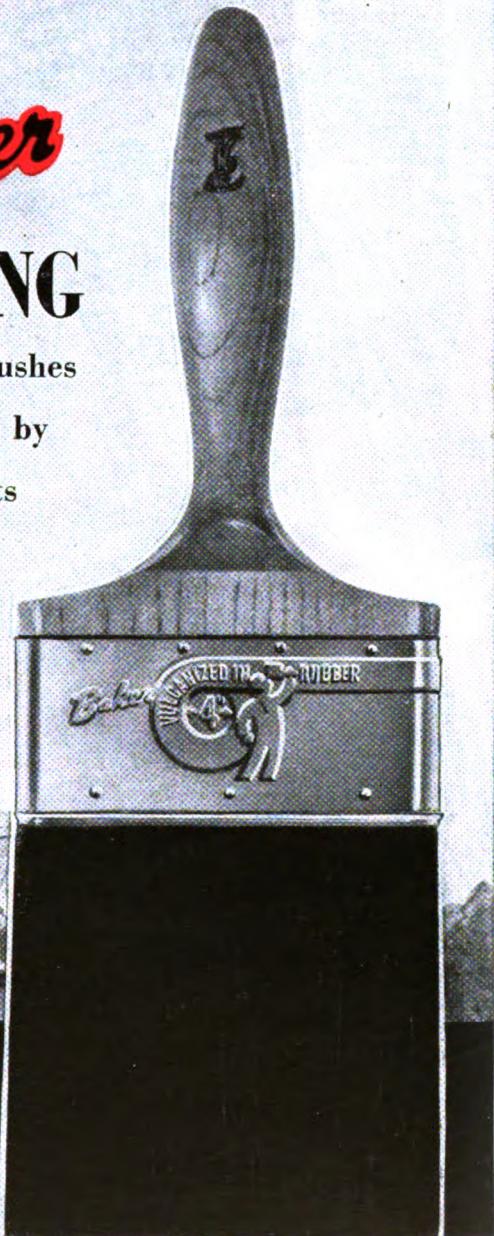
Men of the trade have learned to

appreciate the quality, materials and workmanship that goes into brushes by **Baker**.



Carl G. Bottcher & Sons, Holden, Mass. Painting Contractors say:

"Long years of experience in the painting industry have taught us that a paint job is only as good as the quality materials workmanship put into it. Our workmanship is our pride—and to keep pace, we choose Paint Brushes by Baker to insure getting the best painting results. Every Baker Paint Brush is a master's tool."



FREE

A Full Color Reproduction of the above famous painting can be secured by dealers writing the **HARDWARE AGE** or the Baker Brush Company, 83 Grand Street, New York 13, N. Y.

New **Larson**

Colorful Packages

They're new - smart.
Stock - Display - Feature.

AGAIN LARSON PACKAGES FOR YOUR PROFIT with new packages for two fast moving all year around sellers. Just watch sales soar when you feature and display these packages. Place an order today with your jobber as the demand is fast for these two Larson items.

Sash Hanger No. 44

Zinc coated. Patented. Simple - easy to install in a few minutes from inside. Can't blow off. Packed one set in display box.



CHAS. O. LARSON CO.
STERLING, ILLINOIS

NAME E. F. HARDING PORT CHESTER SALES HEAD FOR RB&W

Russell, Burdsall & Ward Bolt & Nut Co., Port Chester, N. Y., has recently appointed



EMMETT F. HARDING

Emmett F. Harding as Port Chester sales manager, in addition to his present duties as manager of screw sales, with Henry McCarthy as assistant Port Chester sales manager.

Mr. Harding, who joined RB&W earlier this year, was formerly general sales manager of American Hardware Corp's. Corbin Screw Division. During his 27 year career, which includes 15 years of selling on the West Coast and in New England, Mr. Harding has been with the American Hardware Corp., and prior to that, with Henry Disston & Sons, Inc., Philadelphia.

Mr. McCarthy, headquartered with RB&W at Port Chester for several years, has been handling the sales market of New York City and its environs. He was formerly with Scovill Mfg. Co.

CHAMBER OF COMMERCE ADVANCES A. N. BOOTH

Arch N. Booth was recently named executive vice-president of the Chamber of Commerce of the United States, succeeding Ralph Bradford, who becomes international vice-president, a newly-created office.

Mr. Booth has been manager of the Chamber since 1947. He came to the Chamber in 1943 as assistant manager and in 1947 was made manager when Mr. Bradford became executive vice-president.

Mr. Booth, as Chamber

manager, has been in complete charge of the management and operations of the Chamber internally and in the field. As executive head of the Wichita Chamber he guided that organization through the early days of World War II.

Mr. Booth's outstanding work attracted the attention of the National Chamber and he was invited to join its staff as assistant manager.

HYDE APPOINTS BARTH ASS'T. SALES MGR.

Hyde Mfg. Co., Southbridge, Mass., has announced the appointment of H. G. Barth as assistant sales manager of the company.

Mr. Barth has been associated with Hyde since 1939. In recent years he has served as Hyde sales representative in parts of the South and Midwest area.

At the same time, the company has announced the appointment of three additional sales representatives. Charles P. Jarrett will represent the company in Texas, Oklahoma and New Mexico. His headquarters will be in Dallas. R. J. Konnerth, who will be located at Columbus, Ohio, will cover the states of Ohio, Indiana, Michigan, Kentucky and Tennessee. P. A. Grolman will cover Louisiana and Arkansas.

NORTON DOOR CLOSER MOVES TO NEW PLANT

The 70-year-old Norton Door Closer Co., manufacturers of hydraulic surface and concealed door closers, has moved its operations from Chicago, Ill., to a new, expanded plant at Berrien Springs, Mich., it was announced by Samuel F. Rolph, General Manager. Mr. Rolph said the move will afford the company the opportunity to accelerate its research and development of new products, fortifying Norton's position in the field of quality door closers.

NUTMEGGER'S GOLF CUP WON BY LEO QUINN

The Nutmegger's, 10 Allyn St., Hartford, Conn., recently held its fall golf outing at the Farmington Country Club, Farmington, Conn. There were 30 golfers attending and the trophy was won by Leo Quinn with a score of 84.



VERNAL R. GRAHAM

PERFECTION APPOINTS THREE SALESMEN

Vernal R. Graham, a veteran of four years in the Army Medical Corp., has joined Perfection Stove Co., 7609 Platt Ave., Cleveland, to travel in the north central Illinois area. His headquarters will be in Peoria.

Mr. Graham was formerly with Brown & Bigelow for two years and previously he had been with the Coleman Co.

The Oakland, Cal., district will be handled by Harry Cramer as a salesman in the San Francisco area. Prior to joining Perfection he was a manufacturer's agent in the West.

Before becoming a manufacturer's agent, in 1937, Mr. Cramer was with the old Northern Hardware Co. of Portland, Ore., for eight years.

A. H. Hart, who has joined the Cleveland sales area, has had a wide experience in retailing. For some years he traveled all over the United States opening new stores for the W. T. Grant Co. For



A. H. HART

Perfection, Mr. Hart will sell gas, electric and kerosene appliances in New York State.

ELECT JONES PRESIDENT RUBBERSET CO., LTD.

At a recent meeting of the board of directors, Elwood M. Jones, Jr., was elected president of Rubberset Co., Ltd., Gravenhurst, Canada, to succeed the late Larry S. Hewes. W. Bruce Findlay, formerly vice president and assistant general manager, was elected executive vice president.

Mr. Jones assumes this new position in addition to that of being president of Rubberset Co., New Jersey. While he will devote his time to both companies, he will continue to operate from Newark. Mr. Findlay will, therefore, be in immediate charge of the Rubberset business in Canada. He has been associated with Rubberset Co., Ltd., since 1927.

CHICAGO RETAIL ASSN. CLINIC MEETINGS

The Chicago Retail Hardware Association, 1195 Merchandise Mart, Chicago, Ill., has started its fifth in the series of clinic meetings, which are held at the Como Inn, 546 Milwaukee Ave. Donn Mason was the speaker on technical sales skills, and the use of good speech in conversation. Ben Leve, supervisor of hardware and automotive sales, and Charles W. Springer, zone sales manager, both of the Carborundum Co., outlined the sales possibilities of abrasives and manufacturing and packaging. They also presented a film on abrasives. J. C. Amis is secretary of the association.



HARRY CRAMER

It wastes your time and often makes you break into stock to fish out one or two small cap or set screws for a customer. Let him browse and buy more!

Allen pioneers the *replacement* market for Allen head cap screws, set screws, keys and the new market for key kits with ten different units... counter displays, boxed assortments and complete counter display merchandisers. Ask your Allen distributor about Allen retail sales aids... for quicker, easier, greater profit per square inch of selling space.

ALLEN
MANUFACTURING CO.

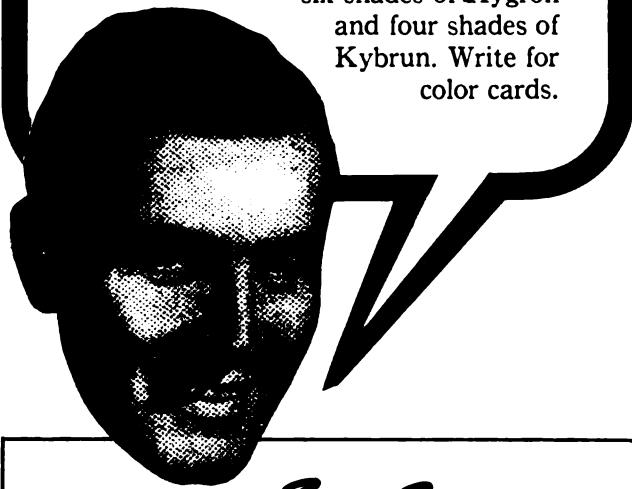
Hartford 2, Connecticut, U.S.A.
NEW YORK, CLEVELAND, DETROIT, CHICAGO, LOS ANGELES

The Best Trim Paints Are NOW BETTER!

Kygron (greens) and Kybrun (browns)—the famous Kyanize trim paints are now better than ever through new tested formulations.

Perfected alkyds,—they dry fast and hard, won't fade, check or crack. They hold their gloss and their color.

Developed primarily as trim paints, they are really "all-purpose" in usefulness—superb for porch and terrace furniture, boats, canoes,—anywhere! There are six shades of Kygron and four shades of Kybrun. Write for color cards.



WHAT DOES *Self-Smoothing* MEAN TO YOU? It means greater consumer demand...greater acceptance...more customer satisfaction and repeat business.

To your customers, it means better, high quality, easier-to-use paint . . . Kyanize Paint! Hundreds of Kyanize advertisements in leading national magazines have sold Self-Smoothing Kyanize to your customers, in your own shopping area.

NATIONALLY ADVERTISED

Kyanize
Self-Smoothing
PAINTS

**BOSTON VARNISH COMPANY,
EVERETT STATION BOSTON 49, MASS.**

REO POWER LAWN MOWER SERVICE DIVISION ADDS THREE

Edward A. Koch has recently joined the field service staff, Lawn Mower Division of Reo Motors, Inc., Lansing, Mich.

Mr. Koch was formerly a representative for Trimalawn Mower & Equipment Co., Bryn Mawr service distributors for Reo Power Lawn Mowers. Mr. Koch has had extensive experience in the setting up of service stations and training schools.

Under the direction of A. W. Greene, Reo field personnel will regularly call upon service dealers, bringing them up to date in service techniques, informing them of improvements in Reo Mowers, and arranging for the proper stock of replacement parts.

William C. Newberry, having completed Reo's training in the lawn mower service department has joined the Reo field service staff.

Arthur R. Field has also become a member of the service staff.

Arthur Field was formerly in the sales organization of Reichold Chemicals, Inc.

MERRITT MADE ARVIN DISTRICT SALES MGR.

Frank Merritt has been appointed southeastern district manager in charge of Arvin television and radio sales, says an announcement from Raymond P. Spellman, sales manager of that division of Arvin Industries, Inc., Columbus, Ind. Mr. Merritt will make his headquarters at Atlanta, Ga.

Associated with Capehart-Farnsworth for many years in the same territory and with similar duties, Mr. Merritt replaces Walt Davis who has been transferred to Arvin's southwestern branch. Mr. Davis will establish his headquarters at Dallas, Tex.

WESTINGHOUSE ADDS TO LITTLE ROCK PLANT

Westinghouse Electric Corp., Lamp Division, Bloomfield, N. J., has added a 100,000 sq ft wing to its lamp plant in Little Rock, Ark. The expansion of the company's westernmost lamp plant will increase floor space by two-thirds and enable full capacity operation.



JAMES G. SAVIERS

WESTERN, WINCHESTER APPOINT SALESMAN

The appointment of James G. Saviers to the sales force of Western Cartridge Co. division and Winchester Repeating Arms Co. division, East Alton, Ill., has been announced.

Prior to joining Western-Winchester, Mr. Saviers was in charge of scheduling all sports events at Sun Valley, Idaho. He was connected with the resort for five years.

Mr. Saviers will cover Montana and part of Wyoming for Western-Winchester, reporting to Tom Lynott, district manager at Salt Lake City, Utah. He will make his headquarters in Billings, Mont.

FAIRBANKS MORSE NAMES MacDONALD SALESMAN

A. C. Traub, manager of the Stoker & Heating Division, Fairbanks, Morse & Co., Chicago, recently announced the appointment of Russell M. MacDonald as district sales representative for the New England area.

Mr. MacDonald, who has over 20 years of experience in the heating industry with The Mercoid Corp. of Chicago, Lynn Products Co. of Lynn, Mass., and Weatherall Engineers, Inc. of Providence, R. I., will maintain his headquarters at Salem, Mass.

COLEMAN FOR STEEL CO.

Flexible Steel Lacing Co., 4607 Lexington St., Chicago, has announced the appointment of Lester B. Coleman as New England and New York State representative. He was formerly associated with a New England mill supply distributor.

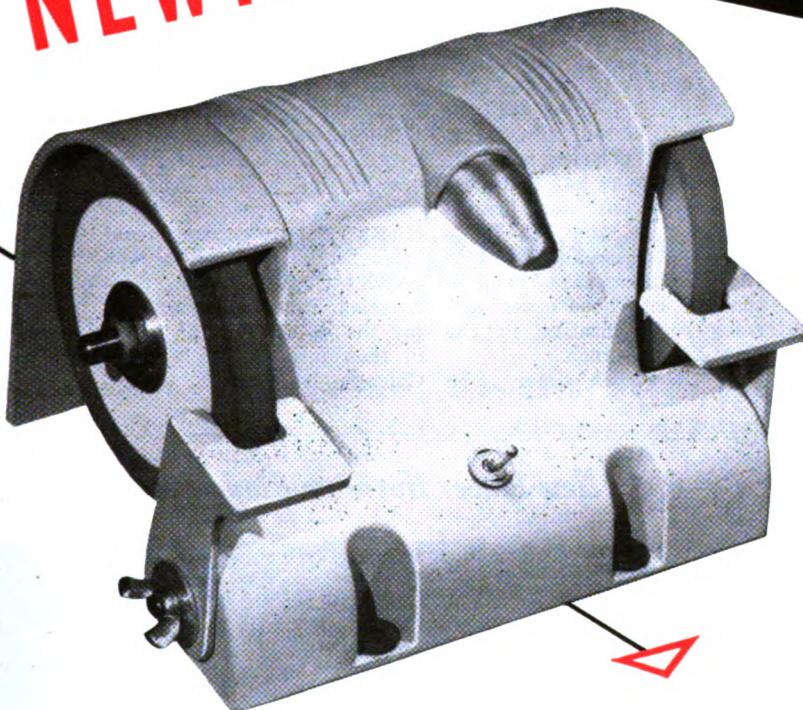


Fairchild

AVIATION • AERIAL CAMERAS • AERIAL SURVEYS • SOUND RECORDING

NEW...

ELECTRIC HOME TOOLS



FAIRCHILD GRINDER . . . FOR HOME AND SHOP
1/12 HP MOTOR, 4½" BALANCED WHEELS,
3500 RPM. NEW STREAMLINE DESIGN, WITH WORK
LIGHT, ADJUSTABLE POST RESTS. A HANDSOME
MODERN PRECISION HOME TOOL, BACKED BY THE
FAIRCHILD NAME AND GUARANTEE . . . AT A
POPULAR PRICE

MODEL F-950
\$15.95 LIST

BOOTH 40 AT THE NATIONAL
HARDWARE SHOW

WRITE FOR THE NAME OF YOUR FAIRCHILD JOBBER

FAIRCHILD INDUSTRIES, INC. BURLINGTON, VERMONT

JARDEN HEADS MAYTAG CHICAGO BRANCH

The Maytag Co., Newton, Iowa, has announced the appointment of George W. Jarden as manager of the May-



GEORGE W. JARDEN

tag Chicago branch office located at 1501 Harris Trust Bldg., 111 W. Monroe St., Chicago. He will direct 15 regional manager sales territories in Illinois, Michigan and western Indiana.

Mr. Jarden has been with Maytag since January 1946, when he became a regional sales manager of a territory including seven counties in east central Pennsylvania and one county in New Jersey.

Upon his discharge from the Navy in 1946, the new Chicago branch manager took an intensive training in sales and service procedure at the Maytag Newton factory.

WILD LIFE PROGRAM CAN DRAW ON \$11.6 MILLION

WASHINGTON—Federal aid for restoration and development of wild life in the various states has been cut more than \$1.2 million from last year's appropriation. However, the Interior Dept. still has nearly \$8.7 million available for the purpose and has already apportioned it in amounts ranging from \$43,368 for the states of Conn., R. I., Del. and Vt., to \$483,676 for Texas.

Inasmuch as each state must put up 25 pct of such costs, this means that a total of nearly \$11.6 million could be spent for the purpose during the fiscal year ending next June 30.

A complex formula is used in determining each state's share. This involves relative

percentages of land areas, the number of hunting licenses normally issued, and no state may receive more than 5 pct nor less than one-half of one per cent of the total. An amendment to the current Act permitted an increase from \$25,000 maximum for Alaska to \$75,000; for Hawaii, the permitted maximum was increased from \$10,000 to \$25,000. Both territories were authorized to use their maximum allotments.

The money is derived from the excise tax on manufacture of sporting arms and ammunition. This is the fourth consecutive year that Congress has appropriated the entire amount received.

CROSLEY DISTRIBUTING NAMES BRANCH MGR.

The appointment of William J. O'Brien as branch manager of the New York Branch of the Crosley Distributing Corp., was announced recently by W. A. Blees, vice president and general sales manager of the Crosley Division, Avco Mfg. Corp. Mr. O'Brien succeeds Bert Cole, who has resigned.

Mr. O'Brien was branch manager of the St. Louis Branch since its formation in 1949, Mr. Blees said. Prior to that, he had been a regional sales representative in the New York Branch.

J. D. Hebenheimer, who

has been sales manager of the St. Louis Branch, has been named to succeed Mr. O'Brien as branch manager.

BLACKSTONE NAMES TWO DISTRIBUTORS

The Blackstone Corp., Jamestown, N. Y., has announced the appointment of Southern Wholesale Co., Inc., 1565 Texas Ave., Shreveport, La., as distributors.

The territory covered by this distributor will comprise counties in the states of Louisiana and Texas.

The Blackstone district manager in this area is Wm. Marsh.

J. J. Skinner & Co., Inc., 6523 Euclid Avenue, Cleveland, Ohio, has been named to cover counties in the Cleveland area of Ohio.

The Blackstone district manager for this area is H. S. Stoney.

ALBEE-CAMPBELL OPENS LOS ANGELES OFFICE

Albee-Campbell, Inc., the clearing house for manufacturers' representatives, 480 Lexington Ave., New York City, 17, has announced the opening of a Los Angeles office for servicing West Coast manufacturers and sales representatives, at 668 South Coronado St., Los Angeles. Plans are under way for the opening of an office in the Merchandise Mart in Chicago about Jan. 1.

NOMINATE DICK BALCH FOR NEW YORK STATE LIEUTENANT GOV.

Richard H. Balch, president, Horrocks-Ibbottson Co., Utica, 2, N. Y., has recently been nominated Democratic candidate for the lieutenant governorship of New York state. Mr. Balch is also on the board of Divine Bros. Mfg. Co., Utica Fire Insurance Co., and Frost & Co., New York City, fishing tackle wholesalers. Mr. Balch started at H-I in 1921 as an order clerk. By 1927, he was vice-president of the company.

ELECT JOHN GIBSON III PRES. MCKINNEY MFG.

John Gibson, III, was recently elected president of the McKinney Mfg. Co., Pittsburgh 33, Pa. Other officers elected include: John Gibson, Jr., chairman of the board; H. N. Campbell, Jr., vice-president, and T. W. Brown, secretary and treasurer.

CONN. VALLEY NAMES SALES AGENTS

The Conn.-Valley Mfg. Co., Centerbrook, Conn., has recently appointed Henry A. Hoffner, Jacksonville, Fla., and James M. Owen, Seattle, Wash., as sales representatives. Mr. Hoffner covers the southeastern states while Mr. Owen covers the northwestern states.

New Power Hacksaw Blade Shown Sales Staff



At a recent meeting of production and sales representatives of Clemson Bros., Inc., Middletown, N. Y., a flexible unbreakable power hacksaw blade was shown. During the meeting, which was attended by 15 district representatives, the company's merchandising and promotion plans were outlined for 1951.



HOW *New England* STORES ARE BRINGING IN MORE BUSINESS

When people can see in, more come in . . . and buy! That simple logic has been applied to this up-to-date New England store. Start with an invitation—end with a sale.

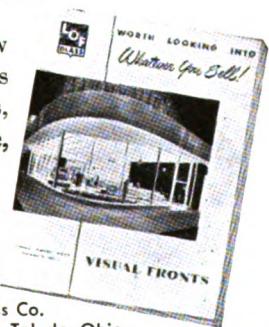
This principle works as well in New Mexico as New England . . . as well for hardware dealers as for auto dealers. All over the country, store owners are doing away with old-style fronts—stepping ahead of competition.

Have you been putting off a change to a modern Visual Front because you wonder about cost? Why do that when a Libbey-Owens-Ford Glass Distributor will give you an estimate and then you can decide for yourself? Being a local businessman, he can put you in touch with architects and contractors who do store modernization. He can help

you get the most for money spent on a new glass front.

As for storefront materials, he has the best and most complete line you can find—L·O·F Polished Plate Glass, Golden Plate to reduce fading of displays, *Thermopane** insulating glass to reduce collection of steam and frost, *Tuf-flex** doors to open up entrances, *Vitrolite** glass paneling to beautify exterior surfaces.

Send the coupon for our new Visual Fronts book and the names of your nearest L·O·F distributors, who can give you this complete, helpful service.



For a modern **VISUAL L·O·F FRONT** see your nearest
GLASS

LIBBEY·OWENS·FORD
GLASS DISTRIBUTOR

Libbey-Owens-Ford Glass Co.
77105 Nicholas Building, Toledo, Ohio

Send me your book on Visual Fronts and the names of the nearest L·O·F distributors.

Name _____

Address _____

City _____ State _____

ED. FISHBEIN DIRECTS EMERSON PART SALES, SERVICE DIVISION

Edward Fishbein has been named to head the parts sales and service division of Emerson Radio & Phonograph Corp., 111 8th Ave., New York City 11.

Mr. Fishbein will serve the more than 70 Emerson distributors on all service matters and parts business.

Mr. Fishbein joined the Emerson organization in 1945. His position with the company prior to his new appointment was manager of the Emerson Television Service Corp.

CLEVELAND CHAIN CO. NAMES FACTORY AGENTS

The appointment of A. P. Henricks Co., 78 Reade St., New York City, as direct factory sales representatives of The Cleveland Chain & Mfg. Co., Cleveland, was announced recently.

The territory will consist of New York state, including Metropolitan New York and all of New Jersey north of Trenton.



LEWIS J. COX

has recently been elected president and been named a director of the On-A-Lite Corp., Portland, Ore.

COLEMAN ADDS TWO MODERN WAREHOUSES

The Coleman Company, Inc., Wichita, Kan., is adding two modern warehouses to its North Wichita plant.

The project includes a 200 x 250 ft. addition to a finished goods warehouse and a 110 x

400 ft. building for storage of raw materials.

Facilities for unloading and processing up to 200 tons of steel a day will be installed in the raw materials building.

COOK CHEMICAL COMPANY BUILDS BRANCH PLANT

The Cook Chemical Co., 935 North Wabash, Kansas City, Mo., has begun construction of a new branch plant in Jacksonville, Fla. The new branch will be under the management of O. T. Cook, Jr., secretary and treasurer of the company.

U. S. RUBBER CO. MAKES THREE APPOINTMENTS

The appointment of Henry A. Rome as manager of special products sales, William C. Hall as manager of molded goods sales and Thomas S. Savoury as manager of flooring sales for the mechanical goods division, United States Rubber Co., was announced recently. The three men will have headquarters in the Passaic, N. J., plant.

WESTINGHOUSE GIVES TECHNIQUE TIPS ON FROZEN FOODS

The most advanced techniques on frozen food were given 54 public utility representatives during the recent Westinghouse Electric Corp., home service conference held in Mansfield, Ohio.

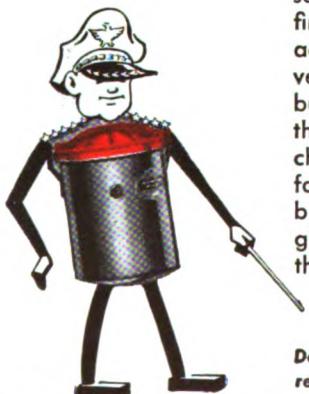
Dr. J. G. Woodroof, food technologist, outlined preparation and packaging methods that will save the freezer owner both time and money. He divided foods into three general categories according to their suitability for freezing. Tomatoes and salad greens were listed as unsuitable while snap beans, squash, carrots and beets were termed questionable. Best bets are meats, spinach, corn, limas, peas and berries.

He recommended a systematic turnover of food three times a year. The freezer should be used as a checking account not a saving account. He stressed the importance of removing as much air as possible before sealing the package to reduce evaporation and added it is advisable to cut excess fat from meat.

All Wool Felt for Greater Efficiency USE ONLY General Filters CARTRIDGES

Over a million users of General Fuel Oil Filters are proof of their greater efficiency. To retain peak efficiency, be sure you install a genuine General Filters replacement cartridge at least once each season.

Only General Filters gives you an all-wool cartridge which is impervious to water. Their "step back" design provides far greater surface area and consequently faster dirt absorption. The chemically treated, fine-mesh, wire-screen center core acts as a secondary filter and prevents any lint from getting to the burner nozzle. The uniformity of the felt eliminates any chance of channeling. Designed especially for gravity or pressure fuel oil burners, only GENERAL Filters gives you all these features. Get the best—they cost no more.



GENERAL FILTERS SAYS:

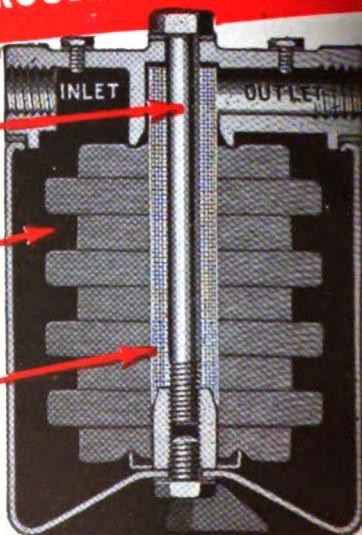
Do your customers a favor—see that they have a genuine replacement cartridge at least once each heating season.

**DOUBLE FILTER SECTION
ASSURES TROUBLE FREE FLOW**

SINGLE CENTER
BOLT FOR QUICK
CARTRIDGE
REPLACEMENT

STEP BACK CON-
STRUCTION PRO-
VIDES GREATER
SURFACE AREA

FINE MESH CHE-
MICAL TREATED
SCREEN ACTS AS
SECONDARY FILTER



GENERAL FILTERS
INCORPORATED

**GENERAL FUEL
OIL FILTERS**

CANADIAN FACTORY BRANCH: CANADIAN GENERAL FILTERS, LTD., 2679 DANFORTH AVE., TORONTO

12890 WESTWOOD AVE
DETROIT 23, MICHIGAN



Draper-Maynard SPORTS EQUIPMENT



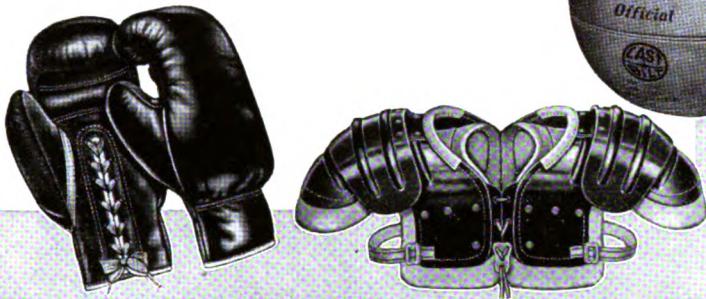
NATIONALLY Known

NATIONALLY Used

NATIONALLY Advertised

Complete lines... Right prices...

Quick turnover... Good profits...

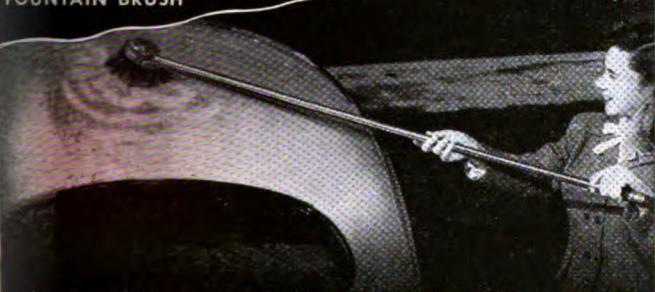


Write to your jobber
for catalog and prices
or to

THE DRAPER-MAYNARD CO. 4861 SPRING GROVE AVE. CINCINNATI 32, OHIO

WONDER-WAND

FOUNTAIN BRUSH



for A FAST CAR WASH & HOME UTILITY USE

sell WONDER WANDS FOR XMAS!

• Washes a car in 12 minutes! Washes Windows, Storm Doors, Porches, etc. Water Sprays through brush of fine grain hardwood head with special bristles. Four foot Aluminum Alloy Handle—Heat Treated Fittings. Light Weight—About one pound complete. Engineered for long life. No Soap—No Pails—No Cloths—No Waste!

A XMAS GIFT FOR THE MAN OF THE HOUSE!
NATIONAL ADS—POINT OF SALE HELPS READY NOW!

big DISCOUNTS FOR YOU DESPITE \$3.95
LOW LIST PRICE

Complete

• Several Jobbers sold 5 to 10 thousand in Past Six Months—
One Jobber sold 15 thousand in Less Than Eight Months! See
your Jobber Now—or Write:

WESTERN HOME PRODUCTS CO.
1006 Prudential Bldg. Buffalo 2, N. Y.

MUCH MORE than "just another skate line," Speed Kings give you something you can sell . . . an exclusive "Shaped-to-the-Shoe" toe-plate construction that fits the skate to the shoe. Important? Yes!, say thousands who are finding faster, smoother, more pleasant skating with Speed Kings.

Speed King
ROLLER SKATES



WRITE FOR FREE, ILLUSTRATED CATALOG

Have the latest Speed King Catalog handy. Ask, too, about the profitable Speed King deal (with beautiful, free point-of-sale display). It can start you on the road to greater sales.

HUSTLER CORPORATION, STERLING, ILL.

Program to Light Condition 40 Million Wired American Homes Launched by G. E.

A comprehensive program to provide better light for the 40 million homes of America has been launched by General Electric's Lamp Department, with headquarters at Nela Park, Cleveland, Ohio.

The program, which will be built on a foundation of basic "lighting recipes," and 10,000 homes in which to demonstrate them, shows homemakers better home lighting and acquaints them with its benefits, and stimulates the thinking, planning and action of various parts of the lighting industry.

The "Home Lighting Conditioning Program" is expected to bring to the average home and apartment dweller for the first time the functional and psychological advantages of modern lighting.

The program will be built on a scientific foundation of more than 20 specific lighting recipes for the desirable quantity of light and quality of lighting for each location and seeing need in the home. These fundamental recipes, prepared by G-E home lighting authorities, for the first time provide simple but authoritative lighting standards for the guidance of new home builders and people living in the more than 40 million wired homes.

In the past, lighting people have specified lighting for an entire room, according to G-E spokesmen. The simplified approach calls for lighting situation formulas, which may be applied both in different houses and in several rooms in a particular house.

So that the homemaker may appreciate the charm and sight-aiding benefits of these recipes, the program calls for 10,000 demonstration light-conditioned homes all over the country by the end of 1951.

Cooperating to make a success of the demonstration homes will be the retail stores, electric service companies, operative home builders, manufacturers of lighting fixtures and portable lamps. It is planned that these homes be opened for inspection by the public.

The actual cost of home lighting is less now than it was before World War II, and one dollar in 1950 buys six times as much light as did a

dollar in 1920, it was pointed out by G-E spokesmen.

Although the program will get under way immediately, it represents a continuing activity, and is expected to reach its climax in 1954 when "Light's Diamond Jubilee" will be observed as a tribute to Thomas Alva Edison.

Ollie H. Young, assistant manager of the G-E Lamp Department's General Sales Division, is chairman of the committee in charge of the program.

PHILADELPHIA ASSN. GOLF, DINNER MEET ATTENDED BY 53

Hardware Merchants & Manufacturers' Association of Philadelphia, 1900 Arch St., Philadelphia, Pa., recently held its annual golf tournament and dinner meeting at the Bala Golf Club, 50th and Woodbine Ave., Philadelphia. The golf cup was won by W. Stanley Martin of the Campbell Chain Co., York Pa. Edward J. Weierstall, North Bros. Mfg. Co., division of Stanley Tools, Philadelphia, president of the association, directed the dinner meeting and a total of 53 members and guests attended.

LASALLE PRODUCTS NAMES AGENTS

Richard C. Piper, Jr., sales manager of LaSalle Products, Inc., Buffalo, has announced the following appointments: Otto E. Heilman Co., Paul Brown Bldg., 818 Olive St., St. Louis, Mo., representing LaSalle Heetaires in eastern Missouri and southern Illinois; Stanley W. Owens, 1831 West Illinois Ave., Dallas, Tex., as LaSalle Heetaire sales representative for the states of Oklahoma and Texas (with the exception of El Paso); Curt H. Conrad Co., 4001 Broadway, Kansas City 2, Mo., as LaSalle Heetaire sales representative in Kansas, the western portion of Missouri east until and including the cities of Unionville in the north part of Missouri, Milan, Chillicothe, Marshall, Fedalia, Warsaw, Hermitage and Springfield; A. S. Proctor and brother, 1426 Whilden St., Greensboro, N. C., to repre-

sent La Salle in the sale of Wallamps in North and South Carolina, Georgia and part of Florida. Cal Hagan, Cornhusker Hotel, Lincoln, Nebraska, as La Salle Wallamp representative for New Mexico, Colorado, Wyoming and Kansas.

John H. Burch was appointed sales manager of the Detroit district of the Wickwire Spencer Steel Division of The Colorado Fuel & Iron Corp., it was announced recently.

PLYMOUTH CORDAGE ELECTS DIRECTOR

Charles MacKinnon, first vice-president of the Plymouth Cordage Co., Plymouth,



CHARLES MacKINNON

Mass., was named a member of the board of directors for that company at a meeting of the board held recently.

He joined the company in 1924 first working in the laboratory. He was named superintendent in 1934, manufacturing manager in 1937, and first vice-president in 1941. Since 1940 he has served as clerk of the corporation.

LIGHTNING INFORMATION BY AGRICULTURE DEPT.

The almost forgotten horse and buggy salesman of lightning rods was doing a real service, if he was not selling a gyp product. So says the Weather Bureau's meteorological service which points out that studies show that chances of lightning causing a fire are only 1-to-12 for rodded buildings as compared with unrodded structures.

These and other facts about protection of life and property from lightning are included in the recently revised farmers' bulletin (FM 1512) entitled, "Protection of Buildings and Property from Lightning," now being distributed free for the asking by the Agriculture Department.

WICKWIRE SPENCER APPOINTES DETROIT SALES MGR.

John H. Burch was appointed sales manager of the Detroit district of the Wickwire Spencer Steel Division of The Colorado Fuel & Iron Corp., it was announced recently.

In 1934, he became associated with the Continental Steel Co., and also the A. O. Smith Co., of Milwaukee. He later served with the War Assets Administration in charge of steel sales.

Mr. Burch will headquartered at the Detroit district sales office, located at 1915 National Bank Building, Detroit 26, Mich. He succeeds L. A. Watts, who will now devote his full efforts in the capacity of sales manager of the wire and pig iron & semi-finished steel departments of the Wickwire Spencer Steel Division of The Colorado Fuel & Iron Corp. Mr. Watts will continue to be located at the division's offices in the Wickwire Bldg., at 361 Delaware Ave., Buffalo 2, N. Y.

NAME COLEMAN KANSAS INDUSTRIAL CHAIRMAN WAR BONDS DIVISION

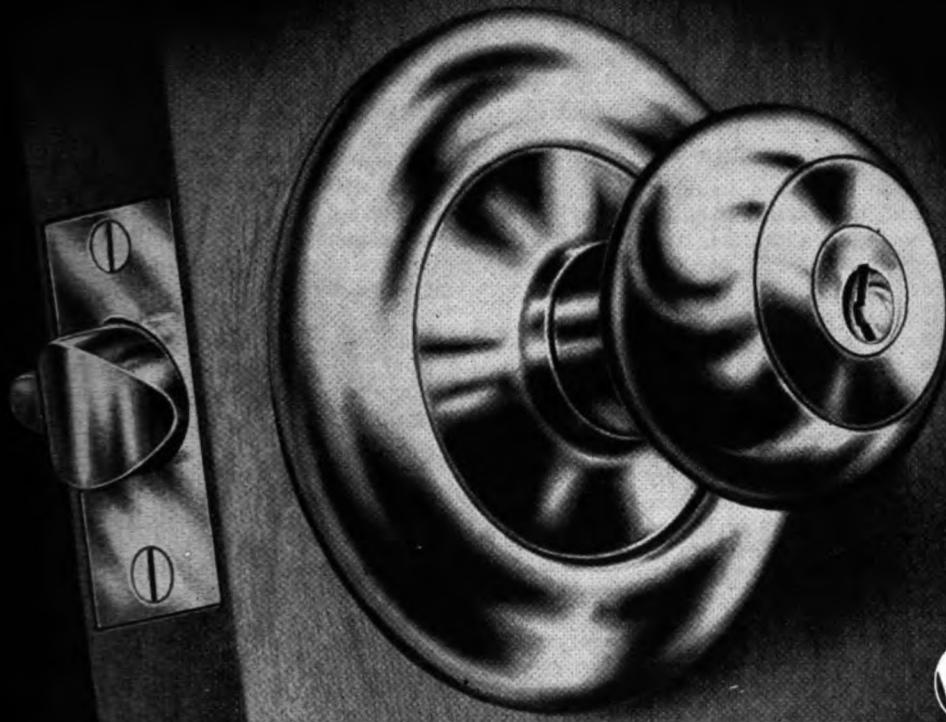
Clarence Coleman, vice-president of the Coleman Co., Wichita, has been appointed state industrial chairman of the United States Savings Bonds Division for Kansas.

In this capacity, Mr. Coleman will attend a meeting of outstanding industrialists from every state, to be held in Washington, Secretary of the Treasury, John W. Snyder, has invited these industrialists to confer with him on ways and means of increasing the use of the Payroll Savings Plan for the purchase of U. S. Savings Bonds throughout the nation.

PERFECTION NAMES DIV. SERVICE MANAGER

Perfection Stove Co., Cleveland, Ohio, has appointed Robert K. Guy to be service manager of its cook stove and heater division, succeeding Donald W. Milestone, who was recently named the company's export manager.

Mr. Guy was formerly associated with the Detroit Brass & Malleable Works as an engineer, and with the American Gas Association, as a tester.



WESLOCK

CYLINDRICAL LOCKS

Melody design

large escutcheon No. 256 shown
with WESLOCK No. 240 five-
pin tumbler entry lock set.



New heights in style

Accepted by Architects and Builders as one of the most modern lock set accessories, the WESLOCK Melody escutcheon is the only design of its type available in any line. Although budget-priced, WESLOCKS are of the highest quality and unconditionally guaranteed. Send for a catalog of the complete WESLOCK line which is the best at *any* price.

WESTWOOD

MANUFACTURING CO.
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Another WESLOCK installation,
Richlee Gardens, Mineola, New York,
204 apartment units—FHA insured.

Architects: Samuel Paul Associates,
Jamaica, New York

Builder: Silbert Construction Co.,
Great Neck, New York

Hardware Contractor: Samuel
Golden, Brooklyn, New York

HARDWARE BRIEFS

COLORADO

Schmidt Hardware, Montrose, has opened recently on Main St. Harland Duncan is manager and co-owner. The company's first store was opened in Grand Junction 45 years ago.

CONNECTICUT

A modern \$150,000 store was opened recently at 56 Bridgeport Ave., Devon. Thomas Humphrey, Fairfield, has been appointed general manager of the store which will have a staff of 10.

ILLINOIS

Harold's Hardware, 2912 Central St., Evanston, opened recently. Mr. and Mrs. Harold Moschin are the owners. They have used Hibbard, Spencer Bartlett & Co.'s entire merchandising plan for the store.

KANSAS

Phelps Hardware, Quinter, has reopened with a remodeled building and expanded line.

Vernon Stevens, who several months ago purchased the interest of Henderson & Wood, Gypsum, has a partner, J. T. Sellards.

Vernon Koehler, Hanover, has acquired the interest of Ray Fairbanks, his partner, in Koehler Hardware, Marysville.

Harold Duffy has purchased the Smith's Hardware, Entalia, after 33 years of family ownership.

NEBRASKA

Master Mart Hardware, Norfolk, has been sold to three former employees, Emil Heller, Herb Lauc and Mrs. Bertha Hash, from Paxton & Gallagher Co.

NEW YORK

Abe Kanzan, who was in New York City in the hardware business for 27 years, has opened the Kay-Wall Hardware Co., 296 Sunrise Highway, Rockville Centre, N. Y.

E. A. Hopkins & Son, Goshen, has been in its loca-

tion on W. Main St., Goshen, for over a century.

NORTH CAROLINA

Gibson Hardware, Roanoke Rapids, has leased the building north of its location, 1027 Roanoke Ave., and will remodel both structures. They will have structural glass fronts, tile floors and separate entrances. The line of hardware will be expanded.

TENNESSEE

George Stapleton, formerly manager of Bell Hardware Co., Sneedville, has purchased the Anderson Hardware Co., 2018 Cumberland Ave., Middlesboro.

TEXAS

Bear's Hardware, Henrietta, has been redecorated.

L. B. Worley has joined Anderson Hardware & Furniture Co., Cooper, in the appliance department.

Dale Shiner has been made manager of the Fred Wimberly Hardware, Sweetwater. Fred Wimberly has opened a store at Snyder and will supervise both the stores.

Lion Hardware Co., which celebrates its 26th anniversary this year, has moved to a new store at 526 Cypress St., Abilene. The formal opening was attended by about 3500 people.

ESTABLISH SAFETY CODE FOR INDUSTRIAL TRUCK DESIGN AND USE

Safe practices in the design and use of industrial power trucks have been established by a nationwide agreement among users, safety engineers, and manufacturers of these trucks, it is reported by the American Standards Association, 70 E. 45th St., New York City 17. The recommendations, representing a consensus of all who are substantially concerned, have been published as a Safety Code for Industrial Power Trucks and approved by ASA as American Standard (B56.1-1950).

The standard applies to industrial trucks of both the driver-ride and driver-lead

types, such as platform trucks, tractors, low-lift trucks, high-lift trucks, fork trucks, and special purpose trucks. It does not apply to motor vehicles intended for operation on highways.

Through establishing uniformity of operating controls and safety devices for all industrial trucks, manufacturers of trucks also contemplated avoiding excessive production costs and selling prices.

The standard consists of an introduction and three parts. The introduction defines and illustrates types of industrial trucks, scope and purposes of the code, and gives a bibliography of related safety codes. Part I gives minimum requirements of construction and design features.

Part II outlines general safety regulations. Part III gives specific safety rules and regulations that have been adopted in part or in full in many industrial plants and warehouses.

The new American Standard B56.1-1950 (32 pages, x 7 1/2 in., price 85 cents) is available either from American Standards Association, 70 E. 45th St., New York 1 or from The American Society of Mechanical Engineers, 29 W. 39th St., New York.

SEEKS SMALL PLANER

A reader of HARDWARE AGE is having difficulty locating a small planer which he wishes to buy for his lumber yard operation and would like to get in touch with anyone having such a used machine for sale.

The reader is interested in buying a small four-sided 4x8 in. ball bearing planer either gas or diesel powered. He does not need a large production machine, but rather a small unit for a retail lumber operation.

If you have such a used machine for sale, the editors will be glad to forward your address to the reader seeking the unit.

OBITUARIES

FRANK W. POSEY

Frank W. Posey, 75, president of the Walter Tips Company, wholesale hardware concern in Austin, Tex., died in McAllen on September 19 during a business trip. Mr. Posey had been associated with the company since June, 1895, working his way up to the presidency which he assumed in Jan., 1949. Prior to that he was vice-president and general manager.

He was active in civic affairs, being at one time president of the Austin Chamber of Commerce.

ROYAL G. WHITING

Royal G. Whiting, secretary, Samson Cordage Works, 89 Broad St., Boston, 10, Mass., died recently. He entered the company in 1904 and spent his entire business career with Samson. He was elected secretary in 1934.

GARRISON BELL

Garrison W. Bell, 59, associated with Thomas & Co., Gaithersburg, for 34 years, died after suffering a heart attack.

GEORGE C. ADAMS

George C. Adams, 59, sales representative for Joseph T. Ryerson & Son, Inc., Chicago, steel distributors, died September 14, 1950. Mr. Adams had been with the company 38 years, the major portion of this time serving as sales representative in the Chicago metropolitan area. He was one of the oldest members in point of service on the Ryerson sales staff.

HARRY T. YOST

Harry T. Yost, 72, treasurer of the Canton Hardware Co., Canton, Ohio, died recently after suffering a heart attack, in Syracuse, N. Y., where he had been visiting his daughter. He had been with the company 19 years, nine of which he served as treasurer. He was a member of Clinton Lodge 47, F & A M.

GUSTAV A. BUTTER

Gustav A. Butter, 86, associated with the Butter Hardware, Milwaukee, Wis., which he helped build for 70 years after it was founded by his father, died recently after a fall that broke his hip.

Builders' Hardware Convention

(Continued from page 84)

program on builders' hardware. I. Stauffer Eshleman acted as moderator, while the experts' panel consisted of Norman F. Barber, Martin Keatts, John Worner, Sr., Thomas Finan, and Joseph A. Zehnacker.

The address for the Friday meeting was delivered by Richard N. Jones, advertising manager, *Magazine of Building*.

The convention closed on Thursday evening with a banquet and dance at the Hotel Jefferson.

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Chandler & Barber Co., Boston

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Charles A. McCarthy Hardware,
New York

Lyle G. Lapham
Burbans & Black Co., Syracuse,
N. Y.

C. E. Siegfried
M. S. Young & Co., Allentown,
Pa.

K. T. Wright
Albert Gunther, Inc., Baltimore,
Md.

Cliff Kemp
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burgh, Pa.

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Hardware & Supply Co., Akron,
Ohio

Q. R. Tyler
Belknap Hardware & Mfg. Co.,
Louisville, Ky.

Neil S. Murray
Kendall Hardware Mill Supply
Co., Battle Creek, Mich.

Robert A. Klein
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Fla.

How's the **HARDWARE BUSINESS?**



Special Report on Outlook for Hardware Trade

(Continued from page 14)

cents per pound and ingots to 19 cents.

The last change in the price of aluminum was made late in May when Alcoa raised the price

a half cent a pound to 17½ cents per pound for ingots.

The base price of aluminum ingots is still below the 1939 level when it was 20 cents a pound.

Large Independent Hardware Stores Increased Sales 28% Over Aug. 1949; Second Highest Group

Sales of large independent retail hardware stores were 28 pct higher in August than they were in the same month of last year. Hardware sales of these stores showed the second greatest increase among all lines of trade but they didn't approximate the sales increase of lumber and building materials dealers which were 63 pct ahead for the month.

August hardware sales of this group of large independent stores, as reported to the Bureau of the Census, were 6 pct higher than they were in July.

The percentage changes are not adjusted for seasonal variation, number of working days, or price changes.

A sales increase of 27 pct for August over last August was recorded by furniture stores. Motor vehicle dealers' sales increased 25 pct.

Sales of dry goods and general merchandise stores were 18 pct higher. Department store sales were up 17 pct and apparel stores registered a sales gain amounting to 15 pct.

Moderate sales increases were reported by jewelry stores (13 pct), gasoline service stations (11 pct), general stores (9 pct) and food stores (5 pct). Eating and drinking places and drug stores closed the month of August with sales slightly above August, 1949—2 and 1 pct, respectively.

Among these kinds of business, the highest gain from July to August this year was recorded by department stores (up 21 pct) and was followed by jewelry stores (up 17 pct) and lumber and building materials dealers (up 16 pct).

Electrical Goods Wholesalers' Inventories Lower; Peak July Sales 59% Over Last Year

The dollar value of stocks in the hands of electrical goods wholesalers at the end of July dropped 19 pct below the June 30 stock level and was 12 pct below the value of July 1949 inventories, according to the latest available data released by the Bureau of the Census.

While full-line and appliances and specialties wholesalers reported inventory declines, wiring supplies and construction materials distributors indicated small increases in their stocks.

At the current rate of sales of 614 wholesalers reporting inventories in conjunction with sales,

stocks on hand at the end of July represented approximately 30 days of business—16 day's supply less than the previous month and 24 days' supply less than July 31, 1949.

Estimated total inventories of all electrical goods wholesalers amounted to \$512 million at the end of July (less than a month of sales at the July rate)—a drop of \$132 million below the June level and \$66 million lower than a year ago.

July sales of electrical goods wholesalers, rose 27 pct above the previous month in a gain contrary to the usual seasonal

pattern. July sales, at a peak, registered a substantial increase of 59 pct over July a year ago. Cumulative sales for the first seven months were 15 pct higher than in the same period of 1949.

General Electric Lamp Prices Advanced Sept. 26

Prices of General Electric large lamps were increased by an average of six per cent, on Sept. 26.

The prices of incandescent lamps are still on the average of 1 pct less than in 1940, and the prices of fluorescent lamps, introduced by General Electric in 1938, average 41 pct less than in 1940, according to the company.

Some of the price increases included a raise in the 60-watt lamp from 12c to 14c; the 100-watt lamp from 15c to 16c; and the 40-watt fluorescent lamp from \$1.00 to \$1.05.

Appliance Sales Slower In August After Peak July

Major appliances, including refrigerators, washing machines, home freezers, vacuum cleaners and stoves were among the items affected by a new and bigger boom, which developed on top of a May-June rise in consumer goods sales, after June 26, when the Korean war started, according to an analysis by the National Industrial Conference Board. In the first half of 1950 there was a rise of about 15 pct in sales of major appliances over the same 1949 period.

Appliances became a major area of anticipatory buying when the Korean crisis started with July spot checks of retailers around the country showing tremendous increases over a year ago. The board said the nationwide average may well have been over 100 pct and July figures establish the highest dollar volume on record. In August, appliance buying apparently slowed down a great deal, one indication being that retailers' stocks are, on the whole, still generally in fair condition.

The board noted that reports from Washington are written in terms of proportionately the same eventual cuts in output of appliances as in cars and home-building. However, output may

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IN THE LOW
PRICE CLASS

PATSY PRIM *Fulton* DUST PAN

Practical and Beautiful

A dandy, good, well designed, sturdy, long
handle dust pan that definitely reduces
abor.

Sales boom with the Patsy Prim because
it's made at a price to sell.

- Wire handle 26" from floor • 28 gauge steel
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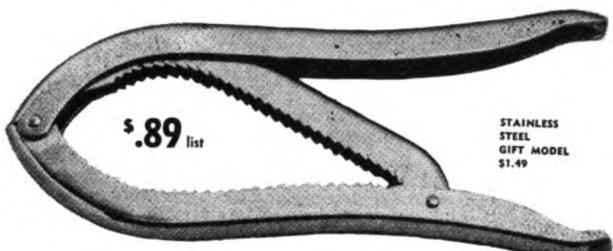
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by name...



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With patented effortless triple action. For nuts and
lobsters. Does not crush the meat.

FREE! Introductory offer: One Mouli Cracker
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jobber (specify). Standard Model: 89¢ list attractively
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Manufactured from finest alloy carbon and
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Dealers discounts from American standard
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CARBON STEEL:

Straight shank, jobbers length 1/16-1/2"	48%
Wire Gauge #1-60	48%

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Straight shank, jobbers length 1/16-1/4"	47%
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Special NET PRICES for DRILLS in Sets:

1/16-1/4"—10 pcs. in round Carbon plastic container	\$.90	\$1.75
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1/16-1/2"—29 pcs.	6.00	15.50
No. 1 to 60—60 pcs. Wire Gauge	5.00	10.00

5 pc. SET ON CARDS.
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SCALLOPED EDGE BOWLS

This delightfully different scalloped edge salad and fruit bowl is another Rio Grande Exclusive! This new creation is a terrific sales sensation. Sells for a dollar more, yet in many stores scalloped edge equals the sales of plain edge.



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Old Fashioned COFFEE MILL

It's making a strong comeback among the coffee lovers, for freshly ground gives a better coffee taste. We've taken this fine imported coffee mill of hard maple and hand decorated it to match our other patterns. Adjustable to any grind from coarse to pulverized.

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**WELCOME
THE JOBBER'S SALESMAN**
**WHO BRINGS YOU
UNIVERSAL**
Sprayers



He's the sole ambassador of this fastest-selling, most profitable line of hand and compressed-air sprayers — for the Universal line is sold EXCLUSIVELY through Jobbers and their salesmen. He can accurately gauge your needs, and knows that what is good for you is good for him. He's your friend. Policy-wise as well as price and profit-wise, UNIVERSAL is by long odds the best line to handle.



UNIVERSAL METAL PRODUCTS CO.
SARANAC MICHIGAN

stay high for the remaining months of this year. Meanwhile, price increases averaging 5 per cent have been announced on many lines.

GE Increases Prices On Some Major Appliances

Increased prices on some of its appliances was announced by General Electric Co. on Sept. 18. The increases range from 6 to 13 per cent. Items affected are refrigerators, home freezers, ranges, water heaters and automatic dishwashers. On refrigerators the price range is now \$209.95 to \$479.95 instead of from \$189.75 to \$449.75. On home freezers it is \$239.95 to \$399.95 instead of \$219 to \$369. The new list on ranges is \$169.95 to \$449.95 instead of \$159.95 to \$399.95. Water heaters are now priced at \$99.95 to \$199.96, replacing the former range of \$89.95 to \$179.95. Dishwashers are priced at \$259.95 to \$399.95 instead of \$234.95 to \$369.95.

Copper Inventories Much Below Last Year

Refined copper stocks in the hands of producers and refiners increased slightly in August after declining steadily over the past year, the Copper Institute reported. There were only 50,952 short tons on hand at the end of the month, or less than a month's supply, compared with stock of about 217,000 tons a year ago. Consequently, the gain of 2,686 tons during the month was not significant.

Voluntary Allocations On Aluminum Production

Production of aluminum in July totaled over 127 million pounds, as against 120 million pounds in the previous month. Production is now about 17 per cent above the 1949 level.

While output of primary aluminum is now at capacity levels, the general industrial demands have also been rising. Furthermore, military orders, which were relatively small when the Korean war started, have been expanding rapidly.

A voluntary allocation basis is being used by all primary producers who are seeking to supply their established customers in proportion to previous needs.

in Bow Saws

Record Shipment of Gas Ranges in August

August shipments of domestic gas ranges totaled 318,000 units, a new high, reported the Gas Appliance Manufacturers Association. This represented a 20 pct rise over the previous high of 264,000 units, set last March. Shipments for the first eight months of 1950 totaled 1,902,000 units, a rise of 62.4 pct above the same 1949 period.

Ladder Shippers Affected By New ICC Ruling

The shipment of ladders by freight is complicated by a new order of the Interstate Commerce Commission which eliminates the follow-lot and two-for-one rules No. 24 and 34 of the consolidated freight classification of rail carriers, according to the American Ladder Institute.

Under the new rules, a ladder manufacturer is required to pay freight charges on the basis of the minimum car used rather than the car actually ordered. The minimum weight will apply per car and without regard to the size of the car that had been ordered.

The reason given for the order is that due to the shortage of freight cars existing in all sections of the country.

Prices Advanced on Columbian Pumps

Columbian Pump Co., Columbian, O., has issued a new price sheet, effective Sept. 1. Overall price changes represent an increase of approximately 10 pct to the dealer.

Norge Had Biggest Month in August

August was the largest month sales-wise in the history to the Norge Division of Borg-Warner Corp., and its household appliances are now being shipped to distributors at a rate of approximately a million units a year.

The demand for Norge electric refrigerators, home freezers, washing machines, ranges and



STEEL TELLS THE STORY!

If there's one tool where steel spells the difference between satisfaction and strong language . . . that tool is a Bow Saw. That's why generations of men who knew, looked for the world famous "Fish & Hook" Trade Mark on the Bow Saws they bought. In this respect times haven't changed, because there is only one Sandvik Swedish Charcoal Steel quality . . . the finest! That means a keener edge, faster cutting, longer lasting, and less sharpening. Naturally, such blade superiority deserves the best in frames, and it gets just that in Sandvik Bow Saws. In the Model #8,

designed for heavy bucking, the frame is of seamless Swedish Steel tubing for extra strength and light weight. It is equipped with a tension lever for easy blade insertion, and Sandvik's patented ring blade fastener.

There's a Sandvik Bow Saw to meet every customer's requirements. The "Fish & Hook" trade mark is his assurance . . . and yours . . . of true Bow Saw value.

SANDVIK
SAW & TOOL CORPORATION
47 WARREN ST. NEW YORK 7, N. Y.

CASH IN— on the NEW Farm-Wise Profit Line

CALF-TERIA NIPPLE PAIL

Thousands of farmers have already saved tons of milk.

Every calf-raiser in your area can be your customer for the revolutionary CALF-TERIA Nipple Pail, with its amazing milk-saving features! Dairymen feeding 20 calves can save at least a full ton of whole milk over other nipple pails on the market today. Farmers and dairymen everywhere are insisting on the genuine CALF-TERIA Nipple Pail, the finest, most efficient Nipple Pail sold. Get ready for the big calf season just ahead! Write today!



HIGH PROFIT, FAST SELLING, FARM SPECIALTIES
Dealers order a few—WIRE for more—these items really SELL!

ELECTRIC DEHORNER



Newest and easiest way to dehorn calves. Fully approved by leading dairy authorities. Operates on 110 V. A.C. One year money-back guarantee. Quick turnover—attractive dealer profit.

ELECTRIC STOCK WATERER



Makes possible low cost outdoor watering the year-round—even in freezing weather. Easy to install. One year guarantee. Sells on sight—generous dealer profit.

ELECTRIC DE-ICER



Keeps any size stock tank open in coldest weather. Operates on 110 V. A.C.—fully automatic, easy to install. Every farmer is a prospect—one year guarantee—fast seller—makes more dealer profits.

—MAIL COUPON TODAY!—

Your Farm-Wise profit line interests me. Please send sample and complete free information, catalog and price sheets immediately.

NAME _____

ADDRESS _____

TOWN _____ STATE _____

Calf-Teria Sales, Inc., Dept. B, Fort Wayne 3, Ind.

ALASKA—Sells the year 'round



Display It!
—thru the
fall season!

America's finest freezer. Point out its features to your customers. Quality built, modern, long service, your favorite ice cream whenever you want it, fast, easy freezing—selling features that mean extra profits to you, Mr. DEALER.

Household Sizes 2 to 10 Qts.
Hotel Sizes 12 to 20 Qts.

Six Big Features Found Only in the Alaska



THE ALASKA FREEZER Co., INC., WINCHENDON, MASS.



A HARDWARE LINE —alive with sales features!

YOU can supply practically every request of your trade for builders' hardware when you adopt the modern NATIONAL Line. Its wide assortment of sizes and styles are designed to accommodate most every type of construction. The trade name NATIONAL is becoming a quality symbol for exacting buyers, who insist upon receiving the ultimate in service from hardware. A copy of the latest Catalog No. 25 or a wall chart illustrated with every product in the National line is yours for the asking.

National
MANUFACTURING CO.
Sterling,
Illinois

Red Devil
The complete line of POT CLEANERS

GOLD POT CLEANERS
The Aristocrat of Grime and Dirt Chasers

Soft as a dish cloth on the hands, yet brightens pots and pans to perfection.

Made of superior quality bronze alloy scouring ribbon. Individually packaged.

3 IN 1 PACKAGE 25¢
for Increased Unit Sales.

**EXTRA BIG Red Devil 10¢
BALL POT CLEANER**
Knit like a stocking, won't shred or rust.

**10¢ Red Devil KNOB
POT CLEANER**
Sturdy, shaped-handle. Ball type for the fastidious.

Nationally Advertised—Attractively Packaged

Red Devil Tools.
IRVINGTON 11, NEW JERSEY, U. S. A.

other products in September continued to exceed the supply, according to George P. F. Smith, divisional president.

Remington Fair Trade Suit Terminated By Signed Stipulation

Remington Arms Co., Inc., Bridgeport, Conn., has agreed to discontinue injunction proceedings brought in the Federal District Court of Colorado against Gart Bros., of Denver. This action was taken when the defendant signed an agreement, Sept. 12, recognizing the existence and validity of existing Fair Trade contracts and the prices established by the manufacturer for its merchandise.

The agreement further provides that any proven violation of such prices in future will immediately be the subject of an injunction which will be uncontested in the face of evidence of such a sale.

The complainant company regards the enforcement and continuation of its legally adopted Fair Trade prices as an important element in the protection of all its distributors from the dangerous effects of price cutting, and it is committed to a policy of strict enforcement without discrimination.

More Fair Trade Suits Filed By Toastmaster

McGraw Electric Co. has instituted four more actions in New York for violation of its established Fair Trade prices for Toastmaster products. The complaints were filed in the Supreme Court of the State of New York, on Sept. 15, naming Rogers Appliances, Inc., 126 East 16th St.; Saul Rutheiser, 55 W. 16th St.; Veeds Television & Appliances Co., Inc., 31 Madison Ave.; and World Happiness Products Co., 193 Greenwich St., all of New York City, as defendants.

New York Dealer Fined For Fair Trade Violation

A fine of \$75 was imposed on Charles Appliances, Inc., 36 Union Square, East, New York City, on Sept. 11, for contempt of court in cutting the Fair Trade

2-TIME
WINNER

national
packaging
award ...



NO-SHOK Safety EXTENSION CORD SETS Sell Themselves!

Again NO-SHOK packaging tops the field in merchandising and eye appeal!

Again the winning package is proving its self-selling ability . . . creating impulse sales everywhere.

National advertising in Good Housekeeping and Parents Magazine is constantly pulling customers into neighborhood hardware stores for NO-SHOK Safety

Extension Cords Sets, Duplex Receptacles, Table Taps and Current Taps. You, too, can profit with displays of NO-SHOK, the popular, safety line that sells all year 'round.

Revolutionizing
ELECTRICAL GOODS SALES

3 FAST SELLERS

* Individually carded...award-winning package.



* NO-SHOK Safety DUPLEX RECEPTACLES

* NO-SHOK Safety TABLE TAPS

* NO-SHOK Safety CURRENT TAPS

Get YOUR share
of this steady profit!
Stock up and display
NO-SHOK NOW! ORDER
TODAY!



BELL

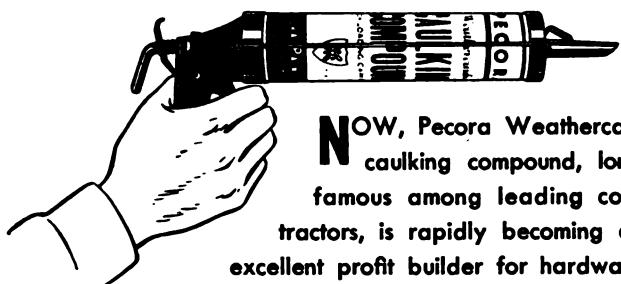
ELECTRIC COMPANY

1844 W. 21st ST., CHICAGO 8, ILL.

For SATISFIED CUSTOMERS!
For FAST PROFITABLE SALES!

PECORA
BRAND

WEATHERCAULK



NOW, Pecora Weathercaulk caulking compound, long famous among leading contractors, is rapidly becoming an excellent profit builder for hardware dealers. A superior caulking compound, easier to sell! Available in quarts, one-gallon and five-gallon cans and in the handy one-tenth gallon spouted cartridge for use with the PECORA QUICK-LOADING CAULKING GUN (illustrated).

PECORA ASBESTOS FURNACE CEMENT

... as resistant to heat as iron itself! A familiar package in constant demand by both home-owners and craftsmen, alike ... A top-quality, top-seller!

PECORA WEATHERTITE ROOF COATINGS

Indispensable for making old roofs look and act like new!

PECORA PLUMBERS PUTTY

Provides an exceptionally excellent non-drying seal.

PECORA SASH PUTTIES AND GLAZING COMPOUNDS

Materials that do a better job—will not crack or dry out!

PECORA PIPE JOINT COMPOUND

Like all Pecora Products—a durable material of best quality.

For Building Materials of Superior Quality, it's

PECORA
PAINT COMPANY, INC.

LAWRENCE & VENANGO STS., PHILADELPHIA 40, PA.

Manufacturers of Mastics for Structural Glass or Tile installations . . . Sealing Compounds . . . Glazing Compounds . . . Stove Putties . . . Roof Coatings . . . Industrial Paints and Finishes

SINCE 1862

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price of Toastmaster products in violation of an injunction.

Justice O'Brien of the Supreme Court of New York County awarded this amount to McGraw Electric Co., plaintiff, when Charles Appliances, Inc., admitted by stipulation that it had several times violated the terms of an injunction forbidding price cutting on Toastmaster products.

New York City Firm Cited for F.T. Violation

The New York Supreme Court has signed a decree permanently restraining Kellard Co., Inc., 108 Fulton St., New York City, from selling Ekco Flint cutlery below prices fixed by contract under the state's Fair Trade Act.

Ekco Products Company has filed suits against other New York retail firms alleging violations of the Fair Trade Act.

Bicycle Institute Says Enough Wheels for Xmas

Despite material allocation and difficulty in getting some component parts, there are sufficient

RETAIL HARDWARE STORE SALES TRENDS

July, 1950, Sales Trends of Independent Stores in 18 Cities

	Percentage change in sales		
	July 1950 from July 1949	7 mos. 1950 from 7 mos. 1949	July 1950 from June 1950
California—Los Angeles	+56	+19	+ 6
San Francisco	+24	+ 7	- 3
District of Columbia—Washington ..	+ 5	- 3	- 5
Illinois—Chicago	+26	+ 2	- 9
Massachusetts—Boston	+22	- 1	- 5
Michigan—Detroit	+27	+14	- 5
Minnesota—Minneapolis	+32	+ 5	- 4
Missouri—St. Louis	+ 5	- 3	+ 3
New York—New York	+ 1	- 4	-23
Ohio—Cleveland	+28	+14	+ 2
Toledo	+29	0	- 3
Youngstown	+31	+ 1	- 1
Pennsylvania—Philadelphia	+30	+ 6	+ 1
Pittsburgh	+39	- 2	+17
Virginia—Norfolk	+28	+23	- 6
Washington—Seattle	+44	+ 4	+14
Wisconsin—Milwaukee	+33	+10	+ 8

bicycles reaching retailers' or jobbers' hands to insure an adequate Christmas supply, it is reported by John Auerbach, executive secretary, Bicycle Institute of America, Inc.

"At the present rate of manufacture, an estimated 2,000,000 bicycles will be made this year," Auerbach said. Unless the de-

mand this year far exceeds previous Christmas demands, this supply should take us through the holiday season.

Twenty years ago the country's major bicycle firms produced approximately one-tenth this number.

The industry has developed and will have on the market new

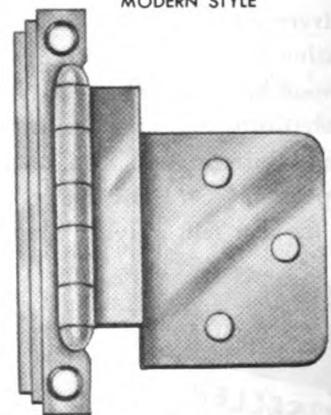


the ferum
COMPANY, INC.

Manufacturers of

BUILDERS AND CABINET HARDWARE

SEMI-CONCEALED HINGES No. 1
MODERN STYLE



Raised knuckles permit the door to open full 180 degrees, thus eliminating pulling out of screws. Heavy Five-Knuckle construction. Specify Offset desired.

Made in all Finishes.

DISTRIBUTED THRU JOBBERS AND BUILDING SUPPLY HOUSES ONLY.

WRITE FOR OUR NEW CATALOG

THE FERUM COMPANY, INC.
112 CHARLTON ST. NEW YORK, 14



JOBBERS . . . DEALERS . . .
Installation Men all agree . . .

**NATIONAL GUARD
PACKAGED
Weatherstrip is BEST**

Every package includes installation instructions, nails, screws and necessary punched and corrugated spring brome for one standard size door. Tools necessary to apply are Hammer, Screwdriver and Tin Snips.

Ask your distributor how NATIONAL GUARD Packaged Door & Window Metal Weatherstrip can make more money for you.

National Guard Products Inc., 540 Jackson Ave., Memphis 5, Tenn.

FAMILY WEEKLY WASH

in a **4' x 4'** high sq. area



60 FEET OF CLOTHESLINE

COMPLETELY ASSEMBLED . . . Ready for instant use

FOOT FOR FOOT, holds more clothes than any other dryer

OUTDOORS—May be moved with wash

INDOORS—Dry wash when it's raining outside

FOLDS AWAY! No weather deterioration

LIGHT! Weighs only 5 lbs.

STRONG! Ruggedly built

INDIVIDUALLY PKGD. in corrugated boxes.

Retail price
only **\$3.98**
Guaranteed

REGULAR RETAILER DISCOUNTS—JOBBERS SOLICITED

HERBLINE CLOTHESLINE

159 N.W. 20th Street

Miami, Florida

West Coast Distributor—Gale Brokerage Company, 699 Second St., San Francisco, Calif.

**Dress Up Your Windows to
Draw in Harvest Dollars!**



A MESSAGE TO MYERS DEALERS:

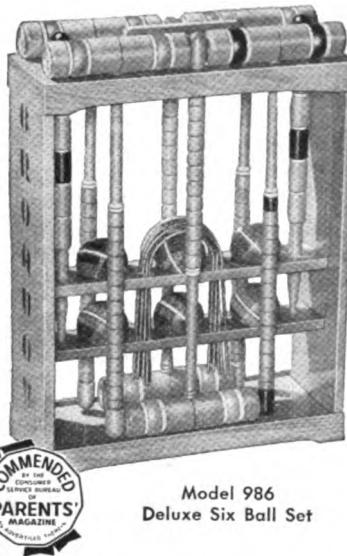
Get a head start on big "Harvest Time" sales of farm water supply equipment — get your windows dressed to sell NOW. Draw on the many more selling aids available to you as a Myers Dealer. Give prominent display to the complete Myers line of water systems . . . the new Myers Water Softener and Centrifugal Pumps . . . both in your window and on your floor. You'll bring in plenty of farmers ready to swap their crop dollars for better water service. And you can guarantee them the best from a Myers!



THE F. E. MYERS & BRO. CO.
Dept. S-62, Ashland, Ohio



SOUTH BEND CROQUET MODELS FIT EVERY CUSTOMER NEED!

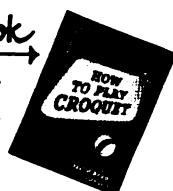


Model 986
Deluxe Six Ball Set

Popularly priced South Bend Croquet is offered in 4 and 6 ball standard and deluxe models to meet every customer requirement. Each set has the same gay, colorful styling as well as the same quality manufacture, such as rock maple balls and hardwood mallet heads with screw-in handles.

Show This Book

16 page, 2-color book—
"How To Play Croquet"
—describes complete history and rules of game—
25c list. Quantity discounts to dealers.



SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National
Bank Bldg., Nashville, Tenn.

Midwest—South Bend Toy Mfg. Co., So. Bend, Ind.
So. Calif. & S. W.—Anderson Sales Company,
730 W. 10th Place, Los Angeles 15, Calif.
No. Calif.—Standard Toy Agencies, 718 Mission,
San Francisco, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W.
93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

lines of small-sized bicycles with outrigger wheels for youngsters just learning to ride. The outrigger wheels can be either raised from the ground or removed entirely from the bicycle after the child has learned control of the wheel. Outrigger wheels are also available for the larger size bicycles this year.

For sportsmen there is a folding bike that can be dismantled and stored in car, boat, plane or in the hall closet, plus, of course, the streamlined American lightweight bike, with three-speed gear shift and caliper hand brakes.

Promotional Price On Thor Gladiron

Thor Corp. on Sept. 18 opened a 30-day special fall promotional campaign on its Gladiron ironer, featuring a sale price of \$79.50. The ironer usually sells for \$99.50. Advance announcement of the promotion nearly exhausted all available factory stocks of the ironers, according to M. R. Wilson, general sales manager.

Abco Coffee Makers Advanced in Price

Abco Metal Products, Inc., Hawthorne, Cal., has announced increases in the prices of its coffee makers. Model 40 was advanced 50 cents and Models 80, 50 and 60 were increased \$1 each.

Gamble Had Good Business in August

Gamble-Skogmo, Inc. reports that consolidated net sales in August exceeded August 1949 sales by 33 pct. Sales last month were \$13,418,212 compared with last year's August sales of \$10,057,418.

Carpet Cushions Higher

Prices on two types of carpet cushions were increased about 5 pct by Mohawk Carpet Mills, Inc., on Sept. 18. These cushions are placed under carpets or rugs. The Mohawk Chieftain, all-cattle hair type cushion, and the Pacesetter, made of cattle hair and jute, were the items affected by the increase. This is the second increase this year for the two types of cushions.

ANNOUNCING

a new
complete line of
NYGLAS FISHING RODS

by



Nyglas tubular glass rods . . . 20 rods . . . for every type of fishing. Peerless action, designed to set a hook, engineered by one of the country's leading fishing rod experts . . . blanks and completed rods built by Union Hardware on the basis of its more than 40 years experience making better fishing rods.

Also a line of rods in solid glass.

**A ROD FOR EVERY
FISHERMAN
GLASS-BAMBOO-STEEL**



Write for New 1951 Catalog
showing the complete line of
fishing rods by Union Hardware.

NYGLAS TARGETEER

SEE OUR EXHIBIT IN BOOTH 998
AT NATIONAL HARDWARE SHOW



Record August for Building Permits

Building permits in August were valued at \$550,997,973, a 5 pct increase over the \$524,978,208 reported for 215 cities in June, Dun & Bradstreet, Inc., reported. This was the highest for any August on record. It compared with \$347,409,808 in August, 1949, a 58.6 pct rise. The August, 1950, total was only 3.2 pct below the all-time high of \$568,904,044 set last May.

Construction Awards At Another All-Time High

Construction contract awards in the 37 states east of the Rockies in August set another all time high with a total of \$1,548,876,000, shattering July's previous record-breaking total of \$1,420,181,000 by 9 pct, it was reported by F. W. Dodge Corp., construction news and marketing specialists.

The August total was also 15 per cent higher than the April total of \$1,350,496,000 which had stood as the peak figure for 1950 until topped by the July contract award total.

The August total was 71 pct higher than August 1949. The eight month total for 1950 of \$9,823,205,000 was 56 pct higher than the comparable figure for last year. The total of square feet of floor area for the first eight months was 894,626,000, up 72 pct over the comparable figure for 1949.

Residential awards in August totaled \$754,106,000, an increase of 12 pct over the July figure and an increase of 92 pct over the corresponding figure for 1949.

10 Million More Tires For Civilians This Year

Passenger car tire production in the United States this year probably will exceed the 1949 output by more than 10 million units, according to estimates of The B. F. Goodrich Co. Production in 1949 totaled 65,140,000 passenger car tires.

The rubber company forecast takes into full consideration the

Keep TITE-ROPE and WHALE on your counter...

YOU'LL PICK UP
"REMINDER" SALES WITH THESE
ATTENTION-GETTING DISPLAY CARTONS.
Pre-sold to your customers by national advertising.

TITE-ROPE clothes line

Strong multi-strand wire line with a tough, gleaming white plastic covering. Cleans with whisk of a damp cloth. No stretch, no rust. Packed twelve 50 ft. hanks, usually several connected, in colorful display carton.



REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

WHALE clothes line

Solid braided flexible cotton line with glazed finish. All honest cotton yarn—much stronger than ordinary lines. Twelve individually wrapped 50 ft. hanks, connected in pairs, to a display carton.



Carry the complete Samson line

Spot and other sash cords; shade cord; Venetian blind cord; masons' line; awning line; garden line; marine cords; solid braided rope, etc. Samson makes them all. Check your stock and order from your jobber today.

Samson

CORDAGE WORKS, Boston 10, Mass.

CARLSON'S
of Lockland, Ohio
**says "Klean-Strip
is our best seller"**



**Here are the exact words of
L. J. SULLIVAN, Manager of
"the big store in a small town"**

"Klean-Strip has proven to be our best seller. I'm convinced it is the best paint remover on the market. The one-minute 'Try It Yourself' demonstration kit has been a great success at our store. When a customer buys Klean-Strip you can be sure of additional sales. What our customers like is that Klean-Strip leaves a clean surface, ready for refinishing without afterwashes or neutralizing."

Try It Yourself! You, too, can cash in on the demand for nationally advertised Klean-Strip. Just order a "Try It Yourself" kit from your jobber today, and let your customers sell themselves. Kit comes complete with painted test panels, brush, and 12 pints of Klean-Strip. (Dealer's cost: \$6.36; resells for \$10.20.) For free sample of Klean-Strip, write

W. M. BARR & CO.
2342 S. Lauderdale, Memphis, Tenn.



**KLEAN-
STRIP**
"Peels Off Paint"

IT'S NON-INFLAMMABLE

government's recent order restricting the consumption of new rubbers during the last four months of this year, or until the government man-made rubber producing facilities, now being reopened, are in volume production.

Florence Stove Sales Doubled in August

Florence Stove Co. sales in August amounted to approximately \$5 million, topping all monthly records in the 77 years the company has been in business. This was a rise of \$2,700,000, or more than 100 pct, over Aug., 1949, and a rise of more than \$1,000,000, or 25 pct over July, 1950, which was the previous record month.

GE Production Hampered By Strikes

General Electric Co. is expected to cut dealer quotas on washing machines as result of a strike which has been on at its electric washer plant at Trenton, N. J., since Aug. 31.

The company reported that its supply of television receivers, already on allocation, would be reduced by strikes. The GE television plant at Syracuse has been closed since Aug. 1. As fourth quarter output is already on an allocation basis, a further reduction in quotas to dealers and distributors is in prospect.

Radio Appliance Sales 31% Ahead of July 1949

July sales of retail radio and household appliance dealers totaled \$329 million, a 31 pct increase over the \$251 million reported for June and 52 pct over the \$216 million total for July, 1949. The Department of Commerce also reported that July sales of electrical goods wholesalers amounted to \$575 million, 27 pct rise over the June total of \$451 million and a 56 pct gain over July, 1949, sales of \$368 million. For the first seven months cumulative sales were 15 pct ahead of what they were a year ago.

Sales increases were indicated by all classes of houses in July over the previous month. Appliances and specialties, with a 37 pct gain over June, reversed a

New Profit Maker



Keeps Bathroom Needs
Hidden yet Handy. A
Year-round Profit Item

The Out-O-Way Deluxe Bathroom Cabinet keeps bowl brush, soap, cleaning aids, extra tissue, etc., right where housewives want them—out-of-sight, yet within easy reach. Easily installed—the Out-O-Way clips onto either side of the toilet tank—no tools needed! Sturdy steel construction with baked white enamel, looks like part of tank. Complete with plastic bristle brush. Nationwide acceptance assures fast turnover. Ask your jobber for complete facts or write direct.

3.29
LIST
Manufacturers of Famous "Veri-Neet" Aluminum Toilet Tank Trays

Northern Industries

310 N. Water St., Milwaukee, Wis.

Tapat-co
PROFIT TIP

Ta-pat-co Sleeping Bags are a real source of profit to many hundreds of retailers. There's a complete style and price range . . . fifteen Wool, Kapok and Down filled models to please all your customers.



Sportsmen everywhere know the Ta-pat-co label . . . know it stands for quality and comfort. That's why it pays to handle the Ta-pat-co line! Write us, or see your jobber for details.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

LIFE SAVING VESTS, BUOYANT CUSHIONS, SLEEPING
BAGS, SPORTS CLOTHING, CAMP EQUIPMENT, HORSE
COLLAR PADS, TRACTOR SEAT CUSHIONS

**WANT FASTER SALES
FROM FASTENERS?**



**Stock and sell our Complete
Line of PHILLIPS SCREWS**

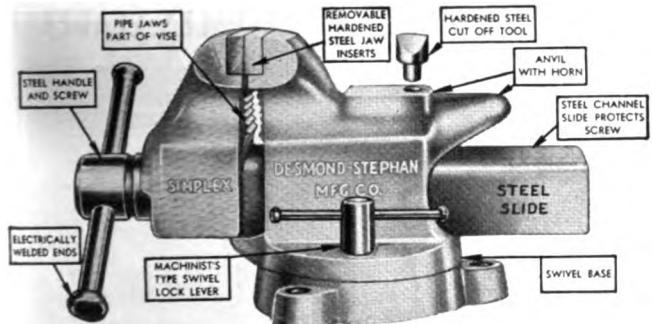
Southington offers a complete line of Phillips Fasteners including the Phillips Recessed Head Self-Centering Wood Screws. Known for dependability, uniformity and wide size range, the Southington line is one of the country's most popular fastener lines.

Contact The Jobber Nearest You.

SOUTHINGTON HARDWARE MFG. CO.

Southington, Conn.

DON'T JUST CARRY VISSES



DISPLAY THE LINE THAT SELLS ITSELF

Today's buyers want (and deserve) good practical product advantages. Desmond utility vises provide so many proven *plus-values* that sales will definitely increase if you put them out where your trade can see them.

On top of that, Desmond will back your sales efforts with sales-proven display material: colorful, easy to use, and profit-producing. Write for Bulletin V-10 for the whole story.

----- USE THIS CONVENIENT COUPON -----

THE DESMOND-STEPHAN MFG. CO., URBANA, OHIO

Yes. Send me Bulletin V-10 with full information on the Desmond-Simplex Utility Vise Display Deal.

Name _____
Firm _____
Street _____
City _____ State _____

CHENEY

nail holding hammers



1. Insert head of nail in T slot.



2. Drive nail where desired with claw end of hammer.



3. As nail enters wood, the swing of the hammer frees it from the nailer.



4. Finish driving nail with hammer face as usual.



Mr. Dealer

There is a limited supply of the famous Cheney Sales Maker display available to help boost your hammer sales. Your request sent to the address below will get you one.

ESTAB. 1836
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N.Y., U.S.A.

Three of a kind that win every time!

1

MODEL 161
Magnifying Lens



2

MODEL 187
Magnifying Lens



3

MODEL 134
Airplane Dial



Health-o-Meter Bath Scales



Leadership for over 30 years is no accident! Ever since 1919, when Health-o-Meter introduced the first bath scale, we have followed one objective—to build precision weighing instruments that perform accurately for the longest possible time. That is why Health-o-Meter Scales have the acceptance of the medical profession and why they are preferred in thousands upon thousands of homes.

You can count on Health-o-Meter Scales for the kind of product acceptance that means a ready market and substantial profits. Get your share of this profitable business by making Health-o-Meter Scales your line of bath scales.



CONTINENTAL SCALE CORPORATION
5701 S. Clement Avenue • Chicago 36, Illinois

downward trend of the past three months. Compared with July, 1949, substantial gains were reported by all classes, ranging from 36 pct for wiring supplies and construction materials distributors to 81 pct for appliances and specialties wholesalers.

Estimated total inventories of all electrical goods wholesalers totaled \$512 million, which was less than a month's sales at the July rate, a drop of \$132 million or 19 pct under the June level and \$66 million or 12 pct under the July, 1949, total.

New Social Security Act Covers Hardware Dealers

(Continued from page 102)

benefits, his dependent parents age 65 or over would be entitled to receive monthly benefits equal to three-fourths his "primary benefit amount." As with Old Age Insurance, the total benefits under Survivors Insurance may not exceed \$150 a month.

While the fact that the law now covers self-employed persons is of great interest to businessmen, it must not be assumed that they are the principal beneficiaries of the new amendments to the Social Security Act. The nature of the chief amendments shows that it still is an act primarily designed to benefit employees. This is how the amendments accomplish that purpose. Henceforth, when employees retire, their pensions will be 50 to 100 pct above what they would have been under the old law. The minimum benefits will rise from \$10 to \$20 a month. Previously a man and wife could not get more than \$78 a month; now they will be able to get up to \$120 a month. The maximum benefits, including benefits to dependent children will rise from \$85 to \$150 a month.

Additional Benefits

In addition, all the persons presently receiving Old Age and Survivors Insurance benefits—retired employees, their wives, widows, dependent children and parents—will have their benefits increased by from 50 to 100 pct.

Retired employees will now be permitted to earn up to \$50 a

GOOD Profit NEWS

1. NEW SALES APPEAL
2. NEW LOW PRICES

Paragon

POULTRY TIME SWITCHES

1 — Now you can tell Poultry Raisers how to BOOST EGG-INCOME \$20.80 per 100 layers per year with Paragon CONTROLLED LIGHTING.

2 — Now you can BOOST YOUR SALES and PROFITS with New Low Prices!

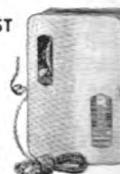


Model 4-AM *Early Bird*

Plug-in Type
Morning Lighting Only

\$9.95 LIST

Model PIP (Plug-in)
Morning or Evening or
Both AM and PM lighting
now only \$13.50 List

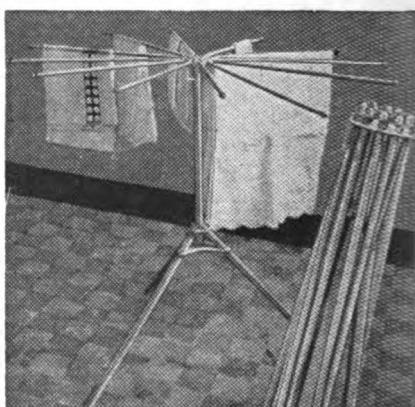


WRITE FOR Free SALES KIT
of Sales Aids and Complete Data

Paragon ELECTRIC COMPANY
Largest Exclusive Mfr. of Time Controls
1212 — 12th St. • Two Rivers, Wisconsin

AN ARTMOORE PRODUCT

ORIGINAL TRIPOD DRYER STILL THE SALES LEADER



FAMOUS ARTMOORE COLLAPSIBLE TRIPOD CLOTHES DRYER has everything you and your customers want: Plenty of drying space—24 smooth, snagproof, rustproof feet for in-between washings, diapers, lingerie. Compact—closes completely to only a few inches of space! Lightweight—all select hardwood, weighs only 5 lbs. And it's priced right—retails at only \$2.95.

See your jobber or write

ARTMOORE CO.

Dept. A-100, 1319 North 3rd Street
Milwaukee 12, Wisconsin

FASTER SALES MEAN MORE PROFITS



Airfoil shaped blade gives smooth 19" cut to fine lawns with ease. The HOMKO Rotary Mower is the latest development for cutting high grass and weeds. A maximum of SAFETY, STRENGTH, and LONG LIFE is obtained from the ALL STEEL GUARDS AND FRAME. Powered by the latest VERTICAL TYPE, DIRECT DRIVE, NATIONALLY KNOWN, 2. H.P. 4-CYCLE ENGINE.

DEMAND DEPENDABLE HOMKO—TRULY A QUALITY PRODUCT

MANUFACTURED BY

WESTERN TOOL & STAMPING CO.
THE LEADER IN THE POWER AND HAND MOWER FIELD
1725 SECOND AVENUE DES MOINES 13, IOWA

WOULD'NT YOU LIKE A STORE THAT
DRAWS the TRADE



HELLER EQUIPMENT IS THE
RIGHT TOUCH YOUR STORE
NEEDS FOR.. BEAUTY-BETTER
MERCHANDISING-IMPROVED
BUSINESS-GREATER PROFITS.

HELLER STORE FIXTURES
Make You Money

It has been repeatedly proven that stores equipped with Heller Fixtures attract trade, have faster merchandise turnover and improve financially. Heller equipment will give your store extra beauty—extra pulling and selling power—extra profits through increased sales—and go far in paying for new modern store fixtures. Today, by improved manufacturing facilities, Heller offers you this exceptionally beautiful and well made equipment at greatly reduced prices. Compare Heller equipment before you buy. Send measurements of store for free store plans. Ask for catalog 50.

W. C. HELLER and COMPANY
50 PLATT ST. MONTPELIER, OHIO

ASK FOR
FREE Store Plans!

ADVERTISED to YOUR Mice-Hating CUSTOMERS

It will pay you to push MOUSE SEED*... because this modern mice-killer is consistently advertised in newspapers and magazines reaching your customers.

And look at the profit you make! You sell carton of 14 twenty-five cent packages of MOUSE SEED* for \$3.50 and it costs you only \$2.00. You make \$1.50 on every \$2.00. 75% profit!

MOUSE SEED* is clean, easy to use. "A saucer and MOUSE SEED* is all you need." Excellent results for over 50 years. Insist on MOUSE SEED*—made only by Reardon. Order now. If your wholesaler hasn't it, write us, giving his name.

Wholesalers: Write for complete information.



*Reg. U. S. Pat. Off.

W. G. REARDON LABORATORIES, INC.
10 Mill Street, Port Chester, N. Y.

Sales-making cellophane window package. Colorful display carton; occupies only 5 1/4" x 6 1/4"

**The Pencil
to pick—
when the
surface
is slick!**



Blaisdell METAL MARKER

The marker that writes easier, more legibly on the smoothest surfaces—china, glass, plastics and metal.

Marks are durable—remain clear in handling yet can be easily removed with a damp cloth. Made in Thin Black #792-T, and Thick Black #795-T.

Order from your dealer, or—Mail coupon for FREE Sample



Blaisdell Pencil Company,
Dept. H-501, Bethayres, Pa.
Send me sample of _____

NAME _____ [PLEASE PRINT]

STREET _____

CITY, ZONE, STATE _____

*Now
Nickel Plated!*

McGILL BRAND mouse and rat TRAPS



- NICKEL PLATED TRIGGERS
- TINNED WIRE PARTS
- RUST RESISTANT
- ADDED COUNTER APPEAL

McGILL METAL PRODUCTS CO.
MARENGO, ILLINOIS

month without interfering with their pensions. As a partial offset to these advantages, the tax will be levied on the first \$3,600 of an employee's earnings. Previously, it was only on the first \$3,000.

Private Pension Plans

These substantially increased benefits will have one other significant meaning to the businessman. If his business does not now have a private pension plan for his employees, the increased benefits under the Social Security Act may reduce the need for such a plan. When Social Security benefits were less adequate, many businessmen felt an obligation to provide a company pension for their employees. Labor unions in recent years have stepped-up their pension demands. As a matter of fact the unions regard their pension victories as one of the strongest factors influencing the passage of the new Social Security Act. Now that the Act is passed and its benefits are far more adequate, the pressure behind the pension drive may be expected to diminish somewhat.

On the other hand, where a private pension plan is already operating, the businessman would be well-advised to have a careful review made of that private pension plan in the light of the new situation. The private pension and Social Security should be related to each other. It is wasteful to have them overlap. For the same expenditure of funds, it may be possible to provide greater protection. Or, now that Social Security is carrying more of the burden, it may be possible to make some cost savings.

• faster turnover • less outlay •

• more customers and profit •

• less inventory • less work •

with

21

• COMPLETE LINES •
OF BUILDERS HARDWARE •

OFFERED BY

Skillman

HARDWARE •
MANUFACTURING CO.

TRENTON • 4 • NEW JERSEY • USA

More Details to Be Given at Later Date

The regulations that will govern the new Social Security Act have not yet been issued by the Social Security Administration or the Bureau of Internal Revenue. Hardware store owners must wait until these rules are issued to learn how to register and what forms to use.

ARMSTRONG BROS. Better PIPE TOOLS



Reversible Ratchet STOCKS and Adjustable DIES

Exceptionally convenient where space is limited, this stock simplifies pipe threading close to walls, in corners and wherever operating room is restricted. With adjustable dies (cut exact, over or under size threads) it is an ideal tool where valves and fittings are being installed or maintained.

"ARMSTRONG BROS." Adjustable Dies are of special Vanadium Tool Steel, have "backed-off" teeth, correct cutting angle, ample chip clearance and correct throat angle. They start and cut easily, hold their sharpness and "spin" off pipe without jamming or tearing threads.

ARMSTRONG BROS. TOOL CO.
"The Tool Holder People"
8214 W. ARMSTRONG AVENUE • CHICAGO 30, ILL.

**THE NEW Columbiana
CAM-LOCK HYDRANT
"Sold the World Over"**

Here's a fast-selling new Cam-Lock Hydrant for use on pressure lines. Securely-locked with few moving parts, this Columbiana Hydrant has no springs to rust out. Its many new features include:

- ★ ONE-PIECE BRONZE VALVE BODY
- ★ NON-CORROUSIVE VALVE ASSEMBLY
- ★ ANTI-FREEZE ACTION
- ★ CAM-LOCK HANDLE PREVENTS DРИPPING AND WATER WASTAGE

This is the lowest priced hydrant on the market. Write today for complete information. Established 1882.

Columbiana PUMP CO., Columbiana, Ohio, U.S.A.

**PIPE
NIPPLES**

Steel, Brass
Copper, Chrome
Long Screws, Tank Nipples
Gauge Siphons

PITTSBURGH NIPPLE WORKS, Inc.
1455 Spring Garden Ave., Pittsburgh 12, Pa.
6H

Buy
Savings Bonds

WHITEY MOPZUM SAYS:



**YOU
CLEAN UP, TOO--
WHEN
WHITE EQUIPMENT
IS ON THE JOB!**

Your customer isn't the only one who profits when you sell him WHITE equipment. No sir . . . you make a double profit, too. There's a cash profit, of course—PLUS the satisfaction of knowing you have served your customer with the finest floor cleaning tools that money can buy. . . .

**WHITE MOP WRINGER CO.,
FULTONVILLE 2, N. Y.**



'ROL OVL' MOP WRINGERS



This rugged workhorse combines the famous White Oval Bucket with the smooth-operating Rol Ovl. More room to wash mop—and more pressure to wring it! Wood or steel rolls on wringer—with foot lever operation. In 16 or 26 quart sizes—equipped with gliders as shown.

For easier handling and greater floor protection, this White Rol Ovl equipped with noiseless rubber casters has no equal. Be sure your stock includes these popular Rol Ovl outfits . . . they're nationally advertised to your best customers in leading maintenance magazines.

Send for Catalog No. 150



**Your Customers know . . .
It's RIGHT . . . If it's**

WHITE

A COMPLETE LINE OF FLOOR CLEANING EQUIPMENT

**AT LAST! A FOOD CHOPPER
DESIGNED FOR MODERN KITCHENS!**

ENTERPRISE

No-Clamp Chopper



**RETAIL PRICE
\$6.95**

Just stand the new Enterprise NO-CLAMP Chopper on your counter. It's a demonstration in itself that here's a chopper ready to use . . . on *any* flat surface . . . anywhere in the kitchen.

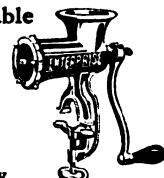
The NO-CLAMP Chopper cuts meats and vegetables with the ease and perfection that has made Enterprise famous. The six easy-to-clean parts include 2 cutters.

OTHER FAMOUS ENTERPRISE PRODUCTS

**Meat-and-Food Choppers for clamping to table
No. 5 Family size**

Retail Price \$4.50

No. 10 Large families, farms and
restaurants *Retail Price \$6.95*

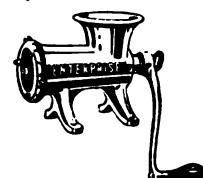


**Meat-and-Food Choppers to be permanently
fastened to table**

No. 12 Large home and farm size
Retail Price \$6.95

No. 22 Farm and hotel size
Retail Price \$14.50

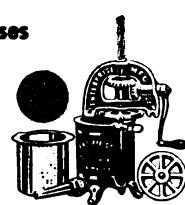
No. 32 Large-capacity for farms,
hotels, institutions, etc. *\$18.75*



"3 in 1" Sausage Stuffer, Large-Fruit Presses

No. 31 6-quart capacity
Retail Price \$32.50

No. 35 8-quart capacity
Retail Price \$34.50



THE ENTERPRISE MFG. CO. OF PA.

**3rd and Dauphin Streets
Philadelphia, Pa.**

STOCK

the TOP NOTCH line of
CHICAGO
"Safety plus" Hexagon
Head Cap Screws
(Bright or Heat Treated)
for These TOP NOTCH reasons:

- Constant Demand—The constant demand for the "Chicago" line makes it easier to sell—it's the line for replacement used in original assembly in all fields of manufacture. Why?

- They're Stronger—More uniform—give a perfect fit for every replacement need, and...

- They Cost Less—They fasten faster and tighter—result in lower ultimate costs to your customer, which makes them "easier to sell."

- Better Service—Increased "Chicago" plant facilities and production means "round the clock" service, higher quality, better packaging, and a more complete line. Yes, here is a greater profit line for you to feature—all four ways.

Remember to ask for these "Chicago" products from your hardware distributor:

- Hexagon Head Cap Screws, Steel and Brass
- Square Head and Headless Cup Point Set Screws
- Semi-Finished Hexagon Nuts, Steel and Brass
- Hexagon Castellated Nuts
- Fillister and Flat Head Cap Screws
- Taper Pins
- Milled Studs
- Socket Head Cap Screws
- Socket Set Screws
- Socket Pipe Plugs
- Stripped Bolts or Shoulder Screws
- Square Head Dog Point Set Screws
- Keys, Assortments and Kits.

The CHICAGO SCREW COMPANY
2509 WASHINGTON BLVD., BELLWOOD, ILL.
Established 1872

EMBURY

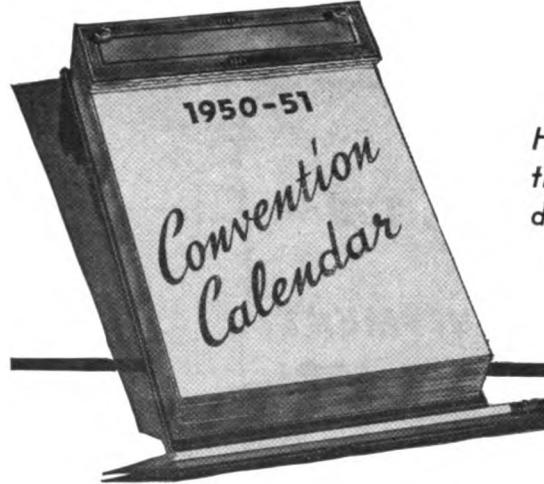
Luck-E-Lite

HIGHWAY TORCHES



- * Weather Guard Burner
- * Cam-lock Burner Hood—no threads to strip
- * Easy to Fill
- * LUCK-E-LITE Ring Chain—easy to carry and place.
- * Non-tipping

For More LUCK-E-LITE Facts, Write
EMBURY MANUFACTURING CO.
WARSAW * NEW YORK



Hardware and allied
trade events up-to-
date in each issue
of Hardware Age

National Events

American Hardware Manufacture
Assn. and National Wholesale
Hardware Assn. joint convention,
Oct. 8-12, Marlborough-Blenheim
Hotel, Atlantic City, N. J. AHMA
secretary, Arthur L. Faubel, 342
Madison Ave., New York, NWHA
secretary, Thomas A. Fernley,
Jr., 1900 Arch St., Philadelphia
3, Pa.

Housewares and Home Appliance
Manufacturers' Exhibit (National),
Jan. 18-25 at the Navy
Pier, Chicago. A. W. Buddenberg,
National Housewares Manufacturers
Assn., 1140 Merchandise
Mart, Chicago 54, secretary.

Industrial Packaging and Materials
Handling Exposition, Oct. 10-12,
Convention Hall, Philadelphia,
Pa.

International Heating and Ventilating
(Air Conditioning) Exposition,
Jan. 22-26, Commercial Mu-
seum, Philadelphia, Pa. Charles
F. Roth, 480 Lexington Ave.,
New York, N. Y., manager.

Locksmith's Convention and Trade
Show, Oct. 14-15, Hotel Empire,
New York City. Convention head-
quarters, 42 Murray St., New
York 7.

National Sportsmen's and Vacation
Show, Feb. 7-25, Grand Central
Palace, New York City.

Regional Events

Ace Hardware Corp. Conven-
tion and exhibit, Jan. 29-31,
Stevens Hotel, Chicago. E. G.
Lindquist, Ace Hardware Corp.,
2355 S. Blue Island Ave., Chi-
cago 8, secretary.

American Hardware Supply Co.,
Merchandise Fair and stock-
holders' Meeting, Jan. 29-30
at company headquarters, 41
Terminal Way, South Side, Pitts-
burgh 19, Pa. Wm. M. Stout, ex-
ecutive vice-president and gen-
eral manager.

Buffalo Sports and Boat Show,
March 10-18, 65th Regiment

Armory, Buffalo, N. Y.
Chicago International Sports and
Outdoor Show, March 2-11, Inter-
national Amphitheatre, Chicago.
Cotter & Co. Stockholders' Meeting
and Spring Merchandise Show,
Feb. 5-6 at company head-
quarters, 365 E. Illinois St., Chi-
cago 11.

Detroit Congress Sportsmen's and
Detroit News Travel Show,
March 31-April 8, State Fair
Grounds, Detroit, Mich.

Hardware Wholesalers, Inc., Fort
Wayne, Ind., Fall dealer conven-
tion, Nov. 1-2, Fort Wayne.

State Events

Alabama Retail Hdwe. Assn., an-
nual convention and exhibition,
April 24-25 at Admiral Semmes
Hotel, Mobile. Secretary, Mrs.
Euna G. Ramsey, 509 N. 19th
St., Birmingham 3.

Arkansas Retail Hdwe. and Impl.
Assn., convention and exhibit,
Feb. 18-19, Little Rock, Ark.
Headquarters, Lafayette Hotel.
Exhibit, Robinson Memorial Au-
ditorium. Secretary, Wayne Tis-
dale, Lafayette Hotel, Little
Rock.

California Retail Hdwe. Assn., con-
vention and exhibit, Feb. 19-22,
Fairmount Hotel, San Francisco.
Secretary, LeRoy Smith, 1355
Market St., San Francisco.

Connecticut Hdwe. Assn., conven-
tion and exhibit, Jan. 24, Strat-
ford Hotel, Bridgeport. Secre-
tary, Ned Russell, Harris Hdwe.,
Southport.

Florida and Georgia Retail Hdwe.
Assns. joint convention and ex-
hibit, May 7-9, Geo. Washington
Hotel, Jacksonville, Fla. Secre-

Stock these proven
SALES LEADERS

— for bigger tape
profits now and
for the future!



Here's the Proof!

SALES HAVE BEEN GOING UP—UP—UP
EVERY YEAR FOR OVER 30 YEARS!

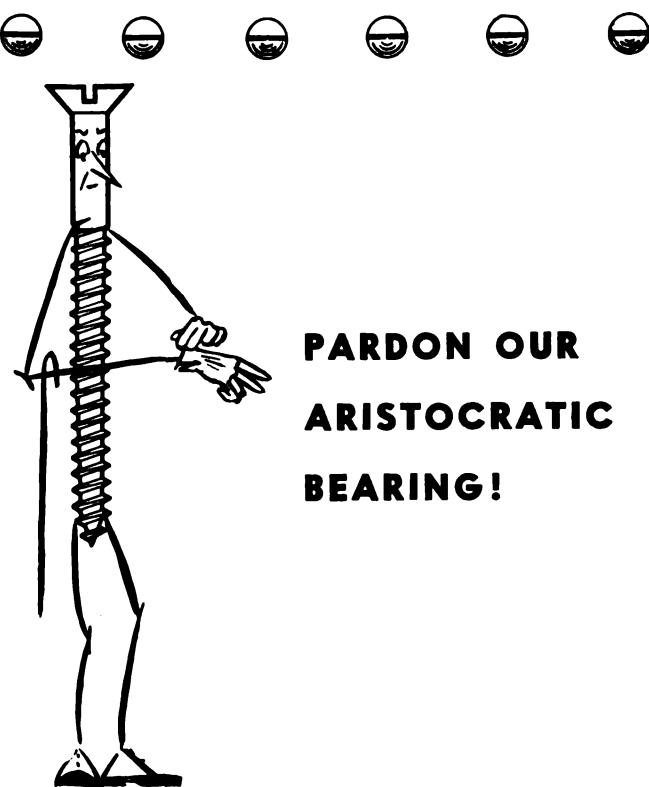
Every year—for more than 30 years—sales of ACCURATE TAPES by dealers and distributors have increased. That's why you can count on big profits now and even greater profits next year. It's good business to stock and sell ACCURATE TAPES. If you do not carry them—join the big parade of dealers cashing in on this nationally advertised, nationally accepted line of proven profit-makers! Don't delay—get all the details, now!

WAREHOUSE STOCKS AND AGENTS strategically located throughout the country. Write for name of wholesaler nearest you and new illustrated catalog. Address inquiries to: ACCURATE MANUFACTURING COMPANY, Garfield, New Jersey.

IF IT'S TAPE...IT WILL PAY YOU TO MAKE SURE

IT'S

ACCURATE TAPE



**PARDON OUR
ARISTOCRATIC
BEARING!**

SOUTHERN WOOD SCREWS

are top-quality products

When you sell Southern wood screws you can be confident that you are offering your customers the best that money can buy. And that's the way to build good will and profitable repeat business!

Only the finest materials are ever used in making Southern screws...high grade extruded brass wire or the finest selected high sulphur extra quality steel wire. Special up-to-date manufacturing processes and a unique inspection routine produce absolutely uniform and perfect screws. The Southern plant is one of the most modern in the industry.

Southern wood screws are expertly packed for easy handling. Bulk screws are conveniently packed in indestructible steel cans with sealed locking covers...an exclusive Southern feature.

Write today for our attractive new catalogue.

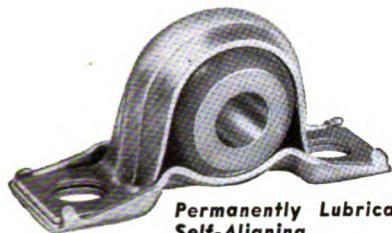
FACTORY WAREHOUSES

4100 Dell Avenue 325 West Ohio Street
North Bergen, N. J. Chicago 10, Illinois
280 Decatur S.E. Atlanta, Georgia

**SOUTHERN
SCREW COMPANY**
STATESVILLE, NORTH CAROLINA



New CONGRESS LUBLIFLIFE PILLOW BLOCKS



Permanently Lubricated
Self-Aligning

Throw away that dirty, messy oil can! Congress Pillow Blocks never require oiling, yet there is no oil drip. They are rust free, quiet, trouble free, easily installed.

- Perfect Alignment
- Rugged Construction
- Heavy Load Capacity
- NO OILING!

Oil resisting rubber grommets equipped with static dissipator, to prevent transmission of any vibration of the rotating parts, are also available.



The test tube at the right shows the actual amount of oil contained in a $\frac{1}{8}$ " bore bearing.

Write for Literature on Pillow Blocks and
SPECIAL PULLEY ASSORTMENTS

See us at Booth 205-6, National Hardware Show

CONGRESS DIAMOND BORED **DRIVES**
3750 E. OUTER DRIVE, DETROIT 34, MICH.



JOBBERS: Here They Are!



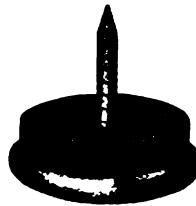
PACKAGED COUPLINGS

Here's the new, easy, convenient way to buy the famous "X-L" Quality Standard Merchant Pipe Couplings! All sizes from $\frac{1}{8}$ " to 2", in black or galvanized, are packaged—at no extra cost! $\frac{1}{8}$ ", $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " packed 100 to carton; $\frac{3}{4}$ " packed 50 to carton; 1" packed 30 to carton; $1\frac{1}{4}$ " and $1\frac{1}{2}$ " packed 25 to carton; 2" packed 20 to carton. "X-L" Packaged Couplings are easier to warehouse, easily identified as to size and quantity, facilitate shipping and stop couplings loss. Order yours today! Immediate delivery!

**WHEELING MACHINE
PRODUCTS COMPANY**
ELM GROVE STATION
WHEELING, WEST VIRGINIA
Factory 'Phone: ELM GROVE 3296

HARDWARE AGE

100 E. 42nd Street, New York 17, N. Y.



GENUINE
ORIGINAL

DOMES OF SILENCE

SELL ON SIGHT

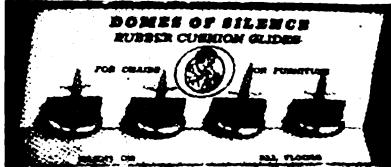
when these attention-compelling containers, box or card are displayed on counters. Genuine DOMES OF SILENCE glide softly, silently, smoothly over all flooring; saves floors and furniture. For years the favorite with homeowners and furniture manufacturers.

One set on a Card.
12 Cards in a box.
SIZES
1 1/8" 1 1/4" 1 1/2"
1" 3/4" 3/8"

One Set in a
box—12 boxes
in carton

SIZES

1 1/8" 1 1/4" 1 1/2"
3/4" 3/8" 3/8"



Ask your jobber or write

DOMES OF SILENCE, Division of

ROBERT E. MILLER & CO. INC.

35 PEARL STREET

NEW YORK CITY

NOW!



Mophead, drainer
and handle clamp
IN ONE
attractive red and black
CARTON



Dealer
Convenience

Customer
Satisfaction

Famed Minute Mop now comes with all parts together ready to go on the handle. Packed the way customers like to buy it and efficient dealers like to sell it. A faster selling, eye catching package for the nation's largest selling cellulose sponge mop! Call your jobber today.

MINUTE MOP CO.

13 E. 23rd St.
CHICAGO 16 ILL.

When You Know The Trade-Name—

of a certain product and want to know "Who Makes It?" look in the General Directory Section of the "Who Makes It?" Number of **HARDWARE AGE** for the trade-name. You'll find it listed alphabetically under the product heading of the item in question. Alongside the trade-name you will find the name of the manufacturer, also the address of the maker arranged alphabetically in the same list. Keep your "Who Makes It?" Number close at hand where it will serve your wants quickly.

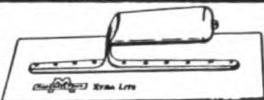
HARDWARE AGE

100 East 42nd St.

New York 17, N. Y.

★ MARSHALLTOWN TROWELS ★

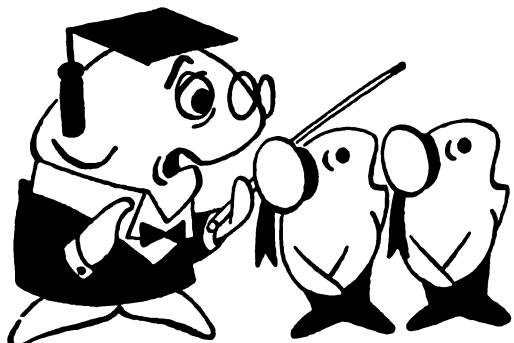
MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



MARSHALLTOWN



"REAL COMBINATIONS!"



VARMAC Reel Seat Combinations



Straight-grained, air-dried, hardwood handles, beautifully finished and bonded to the new LOCKTOP Reel Seat. A complete handle assembly ready to install on any tip.

- 3-6 or Light Tackle Combination
- Surf Rod Combination

- Boat Rod Combination

- Merlin Combination

Write for 1950 Catalog

See Your Jobber!

VARMAC MANUFACTURING COMPANY
1833 STANFORD STREET • SANTA MONICA, CALIFORNIA

FOLLOW THE LEADER IN

"Want Ad" ADVERTISING—

Year after year **HARDWARE AGE** has led its field in the volume of **CLASSIFIED** as well as **DISPLAY** advertising. Its classified columns bring together buyer and seller, employer and employee.

HARDWARE AGE

Classified Opportunities Dept. 100 East 42nd Street, New York 17, N. Y.

Those who contact the hardware trade know from experience that **HARDWARE AGE** is the logical medium to use to secure **RESULTS** from their classified advertising. Follow the leader.



• GREAT NECK SAW MFRS., INC. • Mineola, N.Y. •

ENGINEERED QUALITY TOOLS SINCE 1919—at popular prices... Nationally Advertised Products



- back saws
- panel saws
- pruning saws
- block planes

- band saws
- mitre saws
- wood chisels
- fore planes

FOR ACTION SALES...



- keyhole saws
- coping saw frames
- screw drivers
- jack planes

- back saw frames
- coping saws
- compass saws & nests
- smooth planes

SEE YOUR JOBBER IMMEDIATELY!

Best bet for



Out 50th year
These two Moore products have been standouts in their field for 50 years. You can sell them to your customers with COMPLETE CONFIDENCE. Nationally advertised.

MOORE PUSH-PIN CO. Since 1900
113-25 BERKLEY ST. PHILADELPHIA 44, PA.

THE COMPLETE LINE for the TRADE

100% AMERICAN
MADE

UNDERWRITERS
APPROVED

BUY FROM YOUR JOBBER AND
ASK FOR "POLLY"

Catalog and Prices on Request

We Cater
to the Wholesaler

LEO POLLOCK CO.

Mfrs.

NEW YORK 13

"POLLY"
CHRISTMAS
TREE
Lites

-They're Best!



DISTINCTIVE HARDWARE ALL FROM 1 SOURCE

NATIONAL LOCK COMPANY ROCKFORD • ILLINOIS

CABINET HARDWARE • FURNITURE TRIM
BUILDERS HARDWARE • CABINET LOCKS
SCREWS AND BOLTS • SASH HARDWARE

Cal-tep PINKING SHEARS

Sell faster than any other
Pinking Shear on
the market

THE
CAL-TEP
HOMEMAKER

- PATENTED SPRING TENSION
- PRECISION MADE . . . NICKEL PLATED
- CUT MOST MATERIALS INCLUDING LIGHTWEIGHT WOOLENS
- INDIVIDUALLY PACKED

W.L.W. MANUFACTURING CO.

233 N. California Ave., Chicago 12, Ill.

CONTACT YOUR
JOBBER OR WRITE



STEEL FENCE POSTS

"U" flanged posts with self-fastening
lugs. No Staples Required.

DEALERS! If your jobber cannot supply,
write us. Attractive prices and
delivery dates.

Manufactured by
RUDOLPH POULTRY EQUIPMENT CO.
Vineland, N. J.

88,000,000 POTENTIAL USERS WANT THE NEW #61

"FINGER GRIP" HOLDER ADJUSTABLE FOR "PARKING" THINGS WHERE THEY WANT THEM!



Perfect for the Work
Shop, Kitchen, Ga-
rage, Laboratory, etc.

6 adjustable spring steel clips on
hard wood base, 15 inches long, $\frac{3}{8}$
inches thick. Ready for hanging. "Si-
lent Salesman" card on each.

LIST PRICE
\$6.00 per doz.
See your Jobber or write.

Display 'em . . . you'll sell 'em

ARTHUR I. PLATT CO.
Fairfield, Conn.

Classified Advertising Rates

Help Wanted. Accounts Wanted

Business Opportunities

Representatives Wanted, etc.

Set solid, maximum, 50 words..... \$5.00
Each additional word..... .10

Positions Wanted

(Special Rate) set solid, maximum,
50 words..... \$2.00
Each additional word..... .05

Allow Seven Words for Keyed Address
or Your Address

*BOXED DISPLAY RATES

\$8.00 Per Column Inch

Cuts or special borders not allowed.
*DISCOUNTS FOR BOXED DISPLAY ADS
5% discount for 4 or more insertions
No Agency Commission allowed on Classified
Advertising.

REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,
not currency or stamps.

Samples of Merchandise, Literature, Catalogs,
etc., will not be forwarded to box number
advertisers unless accompanied by sufficient
postage for remailing.

HARDWARE AGE is published every other
Thursday. Classified forms close 15 days
previous to date of publication.

Address your correspondence and reply to

HARDWARE AGE Classified Opportunities Dept.

100 East 42nd St., New York 17, N. Y.

Help Wanted

Help Wanted

Sporting Goods Department Manager

EXPERIENCED IN BUYING AND MERCHANDISING.
FIRM ESTABLISHED 35 YEARS.

ROWLETT'S, 107 E. BROAD STREET, RICHMOND, VIRGINIA

WANTED EXPERIENCED CATALOG MAN
FOR PERMANENT POSITION in Midwest
Wholesale Organization. Address Box R-15,
care of HARDWARE AGE, 100 East 42nd St., New
York 17, N. Y.

OPPORTUNITY OFFERED TO MAN, AGE
30-40 yrs. with a thorough knowledge of retail
hardware. State qualifications, give age, education
and experience. Newark, N. J. Address Box
R-14, care of HARDWARE AGE, 100 East 42nd St.,
New York 17, N. Y.

DISTRICT SALES MANAGER

Prominent manufacturer of locks and builders' hardware requires Sales Manager for New York Branch Office. Must have thorough knowledge of contract builders' hardware, proven sales ability, and experience in office management. Salary commensurate with experience and background. Submit detailed resume including age, education and experience to

Box R-6, care of HARDWARE AGE,
100 East 42nd St., New York 17, N. Y.
Our organization knows of this advertisement

Sales Representatives Wanted

BUILDERS HARDWARE SALES MEN—We are a Well-Known Established Eastern Manufacturer of a complete line of Door Locks and have a few excellent territories open for Live-Wire Salesmen on commission basis. State experience, territory, lines carried, references. Address Box N-969, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

OLD ESTABLISHED HARDWARE MANUFACTURER HAVING HAD LIMITED OUTPUT has now doubled capacity and can consider Additional Experienced Commission Sales Representatives with following among hardware retailers and jobbers. Sales territories now open are: (1) Alabama and Mississippi. (2) Tennessee and Kentucky, (3) Georgia and South Carolina, (4) Rhode Island and Connecticut, (5) Mass., Vt., N. H. and Maine. Address Box N-981, care of HARDWARE AGE, 100 East 42nd St., New York 17, N. Y.

Sales Representatives Wanted

TOP SALESMEN WANTED

Highly profitable extra line available for conscientious salesmen with following in hardware, feed, seed, drug, variety and general stores. Top quality compact line insecticides and rodenticides. High commissions including repeat sales. Choice territories open on exclusive basis for thorough coverage in Midwest, and South, west of Mississippi. Write details to

STANLEY INDUSTRIES
13415 24th Ave., So. Seattle 88, Washington

EXPERIENCED COMMISSION SALESMEN

TO WHOLESALE TRADE
CONSUMER PACKAGED CLOTHESPINS,
CLOTHES LINES, SHELF LINING.
WRITE FULLY TERRITORY, ETC.

HANO PAPER CO., INC.
441 Lexington Ave. New York 17, N. Y.
Established 1890

IMPORTERS WITH SELLING ORGANIZATIONS

WANTED
FOR GENUINE SWISS FILES (FULL LINE).
MANUFACTURED BY LEADING OLD ESTABLISHED FIRM IN SWITZERLAND. PROTECTION
OF TERRITORY WILL BE GRANTED. PRODUCTS
ARE OF OUTSTANDING QUALITY AND
VERY COMPETITIVE PRICES.

Address Box R-9, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

INDUSTRIAL CRAYON SALESMEN WANTED

Established Crayon Factory wants Additional Salesmen to carry our line of carpenters chalk, lumber crayon, railroad chalk, etc., to hardware stores on commission basis. Inquiries from National Sales Organizations also welcome. Write:

P. O. Box 246,
Andover, Massachusetts

THIS LONG ESTABLISHED HIGHLY RATED COMPANY offers 25 factory lines to salesmen covering retail stores outside of the larger cities. Here are complete factory lines, and salesmen earn a good living handling them. It would take you years to assemble so varied an assortment of lines. Write Sales Manager, Box N-696, care of Hardware Age, 100 East 42nd St., New York 17, N. Y.

MANUFACTURER'S REPRESENTATIVE WANTED!

Prominent housewares manufacturer with nationally advertised, compact, volume producing line, seeks qualified representatives with **STRONG DEPARTMENT STORE AND JOBBER** following:

We have the following highly developed territories open at present: Texas-Oklahoma, Michigan-Indiana, and Kansas, Nebraska, Iowa and Missouri. Preferable headquarters are Dallas, Detroit and St. Louis. Liberal commission and outstanding opportunity for producers.

Address Box R-3, care of HARDWARE AGE
100 East 42nd St., New York 17, N. Y.

Classified Opportunities Section...

Sales Representatives Wanted

WANTED: EXCLUSIVE COMMISSION REPRESENTATIVE for Hand Grinder Line in Ohio and West Virginia. Address Box N-997, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Manufacturers Agents Wanted

Most territories open for new portable belt sander for portable electric drills. Want men with wide acquaintance with hardware wholesalers and preferably with experience in selling electric tools. See us at booth 334-A. National Hardware Show or write

Box R-4, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Accounts Wanted

MANUFACTURERS' AGENTS IN SOUTHWEST TERRITORY desire Additional Hard Goods Lines for both retail and wholesale trade. We are an aggressive firm with a good following among the hardware and variety chains. Write or wire. Address **Baxter-Jones-Associates**, 10th Floor, 2nd Unit, Santa Fe Bldg., Dallas, Texas.

ACCOUNTS WANTED. DIRECT FROM MANUFACTURERS, MAJOR OR SPECIALTY LINE for Baltimore, Washington and Vicinity. Have good following among hardware stores, builders supply houses, both wholesale and retail. Address Box R-7, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

LINES WANTED — MANUFACTURERS REPRESENTATIVE now calling on Jobbers, Dept. Stores and Chains seeks Additional Lines, territory Missouri, Illinois and Kansas. Address Box R-17, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

MANUFACTURERS' REPRESENTATIVE with well established accounts with hardware and agricultural jobbers and large garden outlets. Interested in Additional Lines of well established manufacturers. Specialize in garden supplies and cover New England. Commission basis. Address Box R-8, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

TO MANUFACTURER IN NEED OF BRANCH WAREHOUSE SPACE. We are a Small Aggressive Hardware Jobber in Large Midwest City, traveling men in Three States, and interested in warehousing, and distributing manufacturer's lines to dealer and jobber accounts. 4-6 M feet floor space available. Should you desire distribution in this territory write Box R-19, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

KOREA CASUALTY. Former Sales Manager of Large Corporation desires Volume Dollar Specialty or Line on exclusive basis to sell in Greater New York Area. As Mfg. Rep. for past four years I have averaged \$500,000.00 sales per year. Well acquainted with all Hardware, Paint and Housewares Jobbers and Dept. Stores. Present lines sold out for the balance of year. An interview at my expense will convince you. Address Box R-11, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Accounts Wanted

NATIONAL DISTRIBUTORS
Established—Reliable Aggressive
ANCO CORPORATION Pittsburgh 22, Pa.
Branch Offices
New York • Philadelphia • Detroit
Cleveland • Louisville
Covering all classes of jobbers. We will carry the accounts or you can bill direct. Write for further information and references.

Southeastern States

Manufacturer's Agents. Established 1926. Staff of 5 men. Cover trade 4 times yearly. Commission basis. Inquiries invited.

McCUTCHEN-SIMPSON, INC.
9822 N. E. 2nd Avenue, Miami 38, Florida

AGGRESSIVE SELLING

to hardware and automotive jobbers, chains, retailers, dept. stores, drug chains, mail order houses. Experienced merchandising background. Established connections. Additional lines wanted for Midwest by live organization on commission basis.

THIESSEN INTERNATIONAL
55 E. Washington St. Chicago, Illinois

Manufacturers' Agent

SERVING THE FOUR SOUTHWESTERN STATES — TEXAS — ARKANSAS — OKLAHOMA AND LOUISIANA, CALLING ON ALL WHOLESALERS, CHAINS AND BIG DIRECT BUYING ACCOUNTS. WANTS LINE OF LAWN SPRINKLERS FOR THIS MARKET. WE DO AN OUTSTANDING JOB ON GARDEN HOSE AND CAN DO SAME ON SPRINKLERS AND NOZZLES. ADDRESS BOX N-901, CARE OF HARDWARE AGE, 100 EAST 42ND ST., NEW YORK 17, N. Y.

Manufacturers Lines Wanted

EXPERIENCED MANUFACTURERS' REPRESENTATIVE WILL GIVE EFFECTIVE REPRESENTATION FOR QUALITY LINES WITH VOLUME TO HARDWARE DISTRIBUTORS AND OTHER WHOLESALERS TRADE IN STATES OF WASHINGTON AND OREGON. ADDRESS BOX N-902, CARE OF HARDWARE AGE, 100 EAST 42ND ST., NEW YORK 17, N. Y.

Positions Wanted

AMBITION, CAPABLE YOUNG MAN DESIRES POSITION in Purchasing Department. Two and one half years in hardware field, beginning as retail clerk and advancing to purchasing assistant for manufacturer and jobber of general hardware. Can also handle correspondence, expediting and follow up work. Completed 2 years college including accounting, wholesaling and purchasing. Twenty five years old and married. New York City resident. Address Box R-12, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Positions Wanted

HARDWARE MANAGER. Canadian, moving to U.S.A. shortly desires Position with Future. 25 yrs. experience all phases hardware. Present position 10 yrs. manager of large retail store. Married, 45 yrs. old. Non-Drinker. Student, LaSalle Extension University in business management. Excellent references. Address Box R-16, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

EXPERIENCED HARDWARE MAN, age 37, in Retail and Wholesale Line 20 years. Thorough knowledge of builders hardware and general lines including power tools. Skilled in purchasing and merchandising. Seek permanent new location, preferably South, as manager retail store or contract builders hardware man. Address Box R-13, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

ATTENTION MR. WHOLESALER: If you need a treasurer or comptroller please consider this man: University degree in accounting; C.P.A. certificate; 5 years public accounting experience; 2 years F.B.I. investigations; 3½ years Treasurer of 2½ million wholesale operation; familiar with tax problems; has designed, installed and operated complete machine accounting procedures. Address inquiries to Box R-18, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

Business Opportunities

WANTED: BY LONG ESTABLISHED MANUFACTURER of Hand Tools, Additional Products for Manufacture and Distribution in hardware trade. Will consider outright purchase of going concern or exclusive rights. Address Box N-996, care of **HARDWARE AGE**, 100 East 42nd St., New York 17, N. Y.

HARDWARE-PLUMBING-HEATING—Sales \$4000 month; busy town, Western New York; complete line; modern equipped: store 32x90; business center; old established clientele; \$20,000 salable stock; sell hardware separate; fine for partners; priced for quick sale; rare opportunity. Address Apple Company Brokers, 1836 Euclid Ave., Cleveland 15, Ohio.

FOR SALE: ILLINOIS HARDWARE, APPLIANCE AND PAINT STORE. Good clean stock, approximately \$75,000.00 to handle. Modern fixtures. Established 39 years. Good lease on building in downtown business location. Address Weber & Furman Hardware Co., 116 No. Church St., Rockford, Illinois.

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OF SURPLUS, CLOSE-OUTS AND JOB LOTS OF TOOLS, HARDWARE, CUTLERY AND MILL SUPPLIES. NO QUANTITY TOO LARGE.

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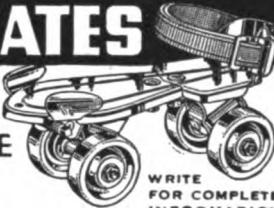
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In operation in Petoskey, Michigan, for 75 years. At request of Circuit Judge. Best location in Petoskey.

CHAS. J. GRAY, Receiver
McCabe's, Inc.

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POPULAR PRICE
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KINGSTON PRODUCTS CORP., Hwd. Div. 10a, Kokomo, Ind.



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1/3 LIGHTER
than ALUMINUM

UNBREAKABLE FRAME
OF EXTRUDED MAGNESIUM

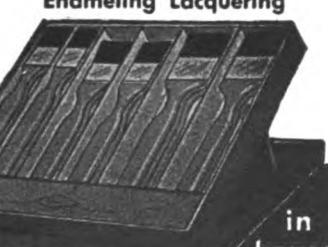
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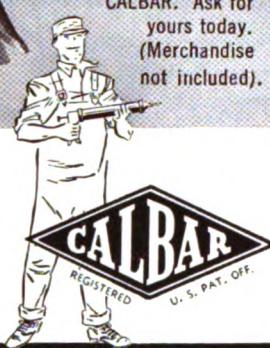


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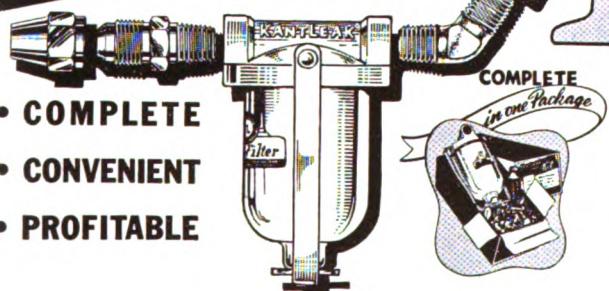
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BUTTON TIPS
STANDARD
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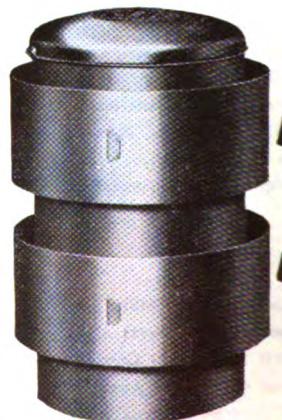
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**Coleman® twin ring
CHIMNEY CROWN**

• Prevents downdraft. Makes use of air currents from any angle or direction to create suction for a positive, even draft. Increases heating efficiency without waste of heat or fuel. Helps keep chimney dry and clean. Neat, no noisy moving parts. In 6 sizes.



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Write for complete description and prices

THE COLEMAN COMPANY, Inc., Wichita 1, Kansas

When I'm called a "CHARACTER" ... I just smile

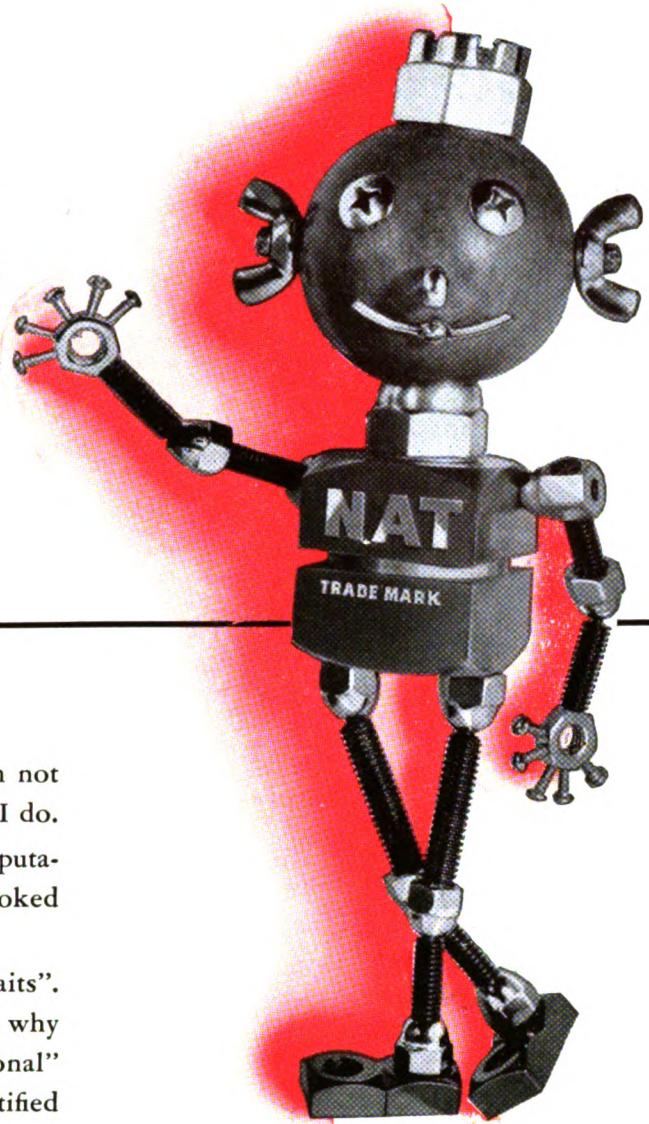
Sometimes, when people call me that, I'm not sure they have in mind the same meaning I do.

To me it means: "distinguishing trait; reputation, repute". (That's in Webster's—I looked it up.)

Well, I certainly have "distinguishing traits". In fact, they stick out all over me. That's why I'm on every single package of "National" fasteners. And I'm mighty proud to be identified with those eye-catching black and red cartons—(man, how they dress up your shelves)!

As to "reputation, repute"—almost everyone knows I represent the *most complete* line of fasteners made by any one manufacturer. And they know those fasteners are made to the highest quality standards. (That's why *you* can always keep your customers happy by selling them "National" fasteners.)

So if you want to call me a "character", it's all right with me . . . if you know what *I* mean.



"National" Products Include:

Wood Screws • Machine Screws • Nuts
Cap Screws • Tapping Screws
Stove Bolts • Carriage Bolts
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Pacific Coast: National Screw & Mfg. Co. of Cal.
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ST. LOUIS